

# ANDRÉS MENESES

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## Professional Summary

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Digital media professional with experience in web development, product and project management, and user experience design

## Work Experience

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### Web Developer

01/2018–Present

#### **Akima**

- Develop and manage multiple interactive business websites running on the WordPress platform
- Combine front-end web development (HTML5, CSS, Javascript) with back-end programming skills (PHP and MySQL)
- Collaborate with team manager and project managers to develop technical requirements for websites
- Engineer CMS-based web solutions by researching and recommending third-party modules; guides project staff in defining taxonomies, content types, and user permissions
- Develop responsive, mobile-first front-end web templates using HTML5, CSS, and Javascript/JQuery
- Ensure sites maintain optimum performance and security
- Provide clear and robust technical documentation for all work performed
- Serve as an internal resource for training and support to project staff on all aspects of day-to-day site management
- Enforce clear and consistent site governance procedures across all project sites

**Tools used:** HTML5, CSS3, JavaScript, jQuery, PHP, MySQL, Adobe Photoshop and Illustrator

**CMS:** WordPress

### Web Content Specialist/Developer

11/2017–Present

#### **American Nurses Association** (*full-time contract 11/2017-01/2018, part-time contract 02/2018-present*)

- Develop and manage site migration: upload and transfer content for [nursingworld.org](http://nursingworld.org) following style guidelines
- Work closely with team to deploy properly optimized educational content to web site and cross-browser compatibility
- Ensure consistency of brand and content: text, audio, video
- Manage workflow and deadlines on multiple simultaneous web content efforts
- Implement online marketing and SEO by adhering to web publishing best practices -formatting, editing, and publishing a variety of content in CMS and social media channels

**Tools used:** HTML5, CSS3, JavaScript, and Adobe Photoshop

**CMS:** EpiServer

### Product Manager/Web Developer

09/2017–Present

#### **iMoveUp!** (*part-time contract*)

- Own the vision and roadmap for user interface design, web development, workflow optimization, and communicating effectively with stakeholders
- Manage product development life cycle: distilling user stories, testing features, managing beta programs, within an Agile framework
- Responsible for Web Development keeping optimal UX/UI in mind

**Tools used:** HTML5, CSS3, JavaScript, and PHP to customize WordPress template

**CMS:** WordPress

### Digital Content Manager

01–08/2017

#### **American Pharmacists Association**

- Conceptualized, developed, and managed online content for [PharmacyLibrary.com](http://PharmacyLibrary.com)
- Analyzed and made data-aligned improvements to continuously enhance and improve UI/UX
- Oversaw workflow management, iterations, content testing, and updates on CMS
- Managed vendors in the areas of design, front end and back end web development
- Coordinated editorial production workflow with authors, proofreaders, and typesetters
- Developed and implemented digital strategy ensuring SEO best practices to promote content across web and social media

#### **Key Accomplishments**

- Implemented use of project management software to more effectively track life-cycle of projects
- Improved vendor responsiveness and performance by setting clear guidelines, timelines, and deliverables
- Boosted usage of Peripheral Brain 2017 by 18% compared to 2016 edition by leveraging online platform's new features

**Tools used:** HTML5, CSS3, JavaScript, XML, and Adobe Photoshop and Illustrator

**CMS:** Literatum

### Technical Project Manager

01/2005–01/2017

### **The World Bank Group**

- Provided daily, life-cycle project management of 15+ high-profile publishing projects
- Managed vendor and client deliverables within internal and external digital and print communication channels
- Produced highly-ranked podcast Ideas Unbound with 1,250 average plays per episode
- Maintained critical databases and content management systems for SEO and data analysis to increase audience impact through multi-channel social media marketing
- Worked within a Scrum framework to produce content for [Open Knowledge Repository](#) and [eLibrary](#)
- Refined project workflows and deployed metrics to improve productivity
- Participated in cross-team mobile: [World Development Report 2016](#)
- Designated team lead backup due to consistently high performance

### **Key Accomplishments**

- Implemented business model transition from traditional to new media publishing
- Leveraged digital, social media, and Google analytics for improved UX
- Improved production efficiency by 20% for a World Bank division by implementing new design standards, efficient workflows, and repositioning digital media presence

**Tools used:** HTML, CSS, JavaScript, XML, SASS, Photoshop, Illustrator, Google Analytics    **CMS:** Drupal and Literatum

### **Personal Project**

<https://andrenes.github.io/>

**Tools used:** HTML5, CSS3, JavaScript, ReactJS, Node.js, AJAX, Bootstrap, jQuery, PHP, MySQL Adobe Photoshop and Illustrator

**Hosting:** GitHub

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### **Education**

**Rochester Institute of Technology**, Rochester, NY

Bachelor of Science, New Media Publishing-Graphic Communications (*Cum Laude*)

### **Codecademy**

Pro Intensive Front End Web Development (*certificate*)

### **Codecademy**

Pro Intensive Front End App Development (*certificate in progress, completion: 2/2018*)

### **Additional Information**

**Coding:** HTML5, CSS3, JavaScript, ReactJS, Node.js, AJAX, Bootstrap, jQuery, XML, Git, Github, SASS, and PHP

**Design:** Sketch, Adobe Photoshop, Illustrator, and InDesign

**CMS:** WordPress, Drupal, Literatum, EpiServer

**Data:** Google Analytics, Optimizely, Social Media Applications and Analytics

**Project Management:** Smartsheet, SharePoint, JIRA, and Trello

**Languages:** Fluent in English, Spanish, and Italian

### **Interests**

**Chief Blog Editor and Social Media Manager**, Insight Meditation Community

**Wellness:** Certified meditation and yoga teacher; certified CrossFit coach