ANDRÉS MENESES

PROJECT MANAGEMENT & WEB DEVELOPMENT



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jQuery

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ABOUT

Digital media professional with experience in project management, web development, vendor management, and multi-channel marketing. Strengths include strong communication and collaboration skills, attention to detail, willingness to learn, and management of multiple projects with high levels of efficiency.



WORK EXPERIENCE

Digital Content Manager

American Pharmacists Association

- · Conceptualize, develop, and manage online content for PharmacyLibrary.com
- Analyze and make data-aligned improvements to continuously enhance and improve UI/UX
- · Oversee workflow management, improvements, content testing, and updates on CMS
- Manage vendors in the areas of design, front end and back end web development
- · Coordinate editorial production workflow with authors, proofreaders, and typesetters
- Develop and implement digital strategy ensuring **SEO best practices** to promote content across web and social media channels

Key Accomplishments

- Implemented use of **project management** software and **Agile** methodologies to more effectively manage the life-cycle of projects
- · Improved vendor responsiveness by setting clear guidelines, timelines, and communications
- Boosted utilization of online product, Peripheral Brain 2017, by 18% compared to 2016 edition by leveraging responsive design and accessibility best practices

Project Manager: Knowledge and Publishing

2005 - 2017

2017 - 08/2017

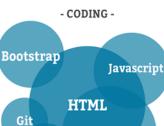
The World Bank Group

- 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
- Advised stakeholders in knowledge management in accordance with editorial guidelines
- Worked within a **Scrum** framework to produce content for Open Knowledge Repository
- Refined project workflows, including XML, for greater efficiency
- Deployed metrics to improve productivity
- Participated in cross-team mobile app and web portal working groups
- 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 open-access asset management for dissemination
- · Collaborated with the Nicaragua Country Office to create safeguards for project bidding and awarding criteria by the Nicaraguan Ministry of Education; uncovered a case of improperly-awarded projects in the amount of \$1,050,000
- Improved production efficiency by 20% for a World Bank division by implementing new design standards, efficient workflows, and repositioning digital media presence





-DESIGN & CMS-

CSS





LANGUAGES

- 🕢 English fluent
- Spanish fluent
- Italian fluent



EDUCATION

B.S. New Media Publishing - Graphic Communications **CUM LAUDE**

Rochester Institute of Technology

Programming Foundations with Javascript, HTML, and CSS **Duke University**

2017

Codecademy Pro Intensive Front End Web Development

IN PROGRESS COMPLETION: 9/2017



Codecademy