ANDRÉS MENESES

PROJECT MANAGEMENT & WEB DEVELOPMENT

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OPEN LOOKING FOR NEW OPPORTUNITIES

ABOUT

Goal-oriented professional with 14 years of experience in digital media, project management, and communications. Strengths include strong communication skills, and management of multiple projects with high levels of efficiency. Work experience in multiple countries and a proven record of excelling as an individual and as a leader.

WORK EXPERIENCE

Digital Content Manager
2017 – PRESENT

American Pharmacists Association

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

Key Accomplishments

- Implemented use of **project management** software and **Agile** methodologies to more effectively track 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 online platform's new features

Project Manager
2005 – 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 Open Knowledge Repository and eLibrary
- 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 publishing to new media publishing
- Leveraged digital, social media and open-access asset management and 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

EDUCATION

B.S. New Media Publishing – Graphic Communications
CUM LAUDE

Rochester Institute of Technology

Programming Foundations with Javascript, HTML, and CSS
2017

Duke University

Codecademy Ready Front End Developer Boot Camp
IN PROGRESS

Codecademy

SKILLS

- CODING -

XML · Javascript · HTML · Atom · jQuery · CSS

-DESIGN-

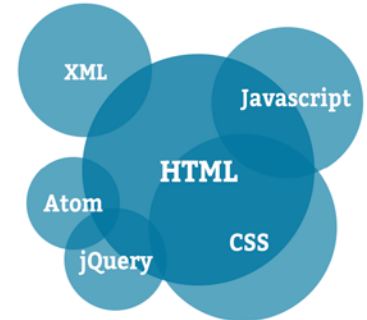InDesign · Dreamweaver · Photoshop · Sketch · Illustrator · WordPress

LANGUAGES

English
read, written, & spoken

Spanish
read, written & spoken

Italian
read, written & spoken

INTERESTS

Chief Blog Editor – Social Media Manager: Insight Meditation

Wellness: Certified meditation, yoga teacher, and CrossFit coach