

# Christian Anorga

www.anorga.xyz | github.com/anorga | anorga2990@gmail.com | 619-822-8877

## EDUCATION

### San Diego State University

San Diego, United States

Graduate Certificate in Web and Mobile Applications Development

May 2022

Bachelor of Arts: Economics, Spanish

May 2015

## EXPERIENCE

### Chuze Fitness

San Diego, United States / Remote

Web Content Specialist

January 2023 – Present

- Lead web development initiatives for Chuze Fitness and Bailey's Health and Fitness websites, ensuring enhanced functionality and design coherence. Manage comprehensive site updates and architecture enhancements to support business scalability and performance.
- Focus on developing and optimizing web infrastructure, employing the latest industry trends and technologies to enhance site architecture and backend systems. Lead SEO and content strategy to drive web traffic and improve online visibility.
- Implement innovative web features and tools that enhance user engagement and streamline customer interactions. Recent projects include the development of an interactive customer feedback interface, which has significantly enhanced user experience.
- Collaborate with marketing, IT, and customer service to align web enhancements with business goals, enhancing user engagement and brand cohesion.

### Freelance Web Development

Remote

Web Developer

April 2020 – Present

- Provide services to clients needing end-to-end web solutions for their organizations and deliver projects that frequently exceed expectations. Building web applications for different needs and experiences with languages, frameworks, and libraries, such as the MERN web stack. My project portfolio is maintained at <https://www.anorga.xyz>.

### Lumbercycle

Remote

Junior Web Developer (Contract)

Nov 2021 – June 2022

- Redesigned Lumbercycle's website, increasing user engagement by 50% and traffic by 40% year-over-year.
- Developed and executed web content strategy to increase brand awareness and search engine rank.
- Transformed website architecture by migrating content from a traditional content management system to a React-based component structure, improving performance and scalability.

### University of San Diego

San Diego, United States

Junior Front-End Developer (Contract)

Dec 2019 – April 2020

- Performed front-end maintenance of the Human Resources department intranet portal utilizing React.
- Implemented UI changes and features to the Human Resources portal in conjunction with designers and back-end developers. Employees polled reported over 30% higher user experience from using the improved Human Resources portal.

### Community Health Group

San Diego, United States

Data & Content Specialist

Jan 2017 – Dec 2019

- Maintained front-end code for Customer Relations department websites utilizing jQuery, HTML, CSS, and Bootstrap.
- Facilitated the creation and design of an internal transportation portal to track rideshare requests from health insurance clients. Portal brought down transportation costs by over 50% after the first month of implementation by accurately tracking insurance members' allotted rides per month.
- Extracted and analyzed data from QNXT database and telephony system to create weekly reports used by the customer relations department management team. Key metrics facilitated customer service representative evaluations and were critical in developing best practices for department operations.

### Center for Sustainable Energy

San Diego, United States

Project Coordinator

May 2015 – Jan 2017

- Developed Spanish-language websites from design specs/wireframes using HTML and CSS.
- Translation support for the Spanish language used on project websites, approved by the California Air Resources Board.
- Creation of standardized operating procedures and processes for various Clean Vehicle Rebate (CVRP) projects.