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Top Skills

Entrepreneurship
E-commerce
Web Design

Publications

Fifty-one Ways to Build your
Community of Clients Online
Thirty Steps to Starting your Green
Business
Social Networking for Women in
Business

Monica S. Flores

Leading teams to build digital platforms that educate, inform, & make
a measurable positive difference
Washington, District Of Columbia

Summary

~ Making a positive difference: building tools for social justice, tech,
education, & community ~

Leading teams for large-scale web development projects in e-
commerce, mapping, refactoring, redevelopment, & platform/
product launches. Startups, governments, public agencies, trade
associations, & non-profits hire me to reach their online communities.

My focus is to build community, foster connectedness, & use my
tech & management skills to make a better world. I believe each of
us must use our knowledge, ideas, & talents to advance fairness,
justice, safety, health, sustainability, & wellbeing.

I build & lead effective teams, explain business processes, prioritize
functional specifications, create database architecture, & implement
systems. My passions are sustainability, social justice, diversity/
equity/inclusion, entrepreneurship, education, & tech for positive
social change. Developer since 2004, full-stack, agile, scrum.

2017 Director of Digital Products, Green America redesign \$215k

2016 Lead Software Engineer, GIST Network, Dept. of State
redesign \$560k

2015 Product Team Lead, Ashoka Changemakers.com redesign
\$180k

2014 Editor, FemaleFounders.network: 710+ participants

2006 Founder, A Successful Woman: sold 2012

2004 Founder/Web Developer, 10K Webdesign: 240+ sites

2004 Founding Board/ED, APA for Progress advocacy

2001 Odyssey World Trek Team Lead: 35 countries

Writer: Vistage, Women on Business, 30 Steps to Starting your
Green Business, Social Networking for Women in Business, 51
Ways to Build your Community of Clients Online

Female Founders Community mod, 5000+ '18
Faculty, NTEN Nonprofit Tech Certificate '17,'18
Advisor, MAAN Softwares '17

DC Startup Week '17
Princeton Social Impact '16, '17, '18
STEEAMnista NYC '16
DC Startup Weekend '16
Net2DC '16
DC Web Women '15
Working Mother DC '15
Women Tech Summit Philly '15
DrupalCamp HI '11

3 Marathons, AIDS Ride SF-LA, lives in DC, #aloha
text "inspire" to 213-261-0305 for a quote
Member, The Wing

Experience

Green America
Director of Digital Products
June 2016 - Present
Washington

I lead digital product development for Green America, where I implement processes for the organization to make platform & product investments. I led a website redesign (113k monthly users) launched in June 2017: 16% increase in direct visits, 80% increase in referral visits, 39% increase in email signups.

Green America, started in 1982, is a \$3.5mm non-profit working for social and environmental justice through economic action, tackling problems of sustainability from all angles: economics, education, policy, & social systems.

Other tasks:

+ consolidates all existing websites & build new platforms to manage all of the organization's digital properties, including a quarterly magazine, several print publications, & a national network of green businesses, small and large. The digital products team supports the ~30 person organization.

+ serves as the in-house developer for ongoing web needs & maintenance, with access to & oversight of external contractors for large new products. I work with staff to maximize SEO & stakeholder engagement, & I synthesize needs/ requirements from a variety of internal & external stakeholders into a cohesive product roadmap.

+ ensures that internal stakeholders have the support they need to successfully learn & use our tools.

+ budgets for Green America's technology needs as well as tracking expenses to budget, & I manage external resources/timelines to balance requirements against ROI.

+ pulls together input from users, leadership, & staff and turns these into a thoughtful & coherent vision/strategy for Green America digital product development. I am tasked with being creative about new ways the team can use technology.

Tools: LAMP, Pantheon, Git, Drupal 8, Digital Ocean, BitBucket, Outlook, Sharepoint, Trello, Salsa, Charity Engine, Raiser's Edge, Wordpress, ActOn, Joomla, XML, agile, Google Sheets/Analytics/Maps, Sublime

Get a Better Bank: greenamerica.org/gabb

Climate Victory Gardens Map: greenamerica.org/cvgmap

NTEN: The Nonprofit Technology Network

Faculty Member

October 2017 - Present

As course instructor, I facilitate coursework for the Nonprofit Technology Professional Certificate. My classes are "Building a Culture of Diversity and Inclusion" and "Develop Good Data Practices." I receive high satisfaction levels for these courses, and have taught 6 total sessions to date.

Female Founders Network

Managing Editor

April 2016 - Present

Washington D.C. Metro Area

FemaleFounders.network provides honest support, resources, and connections to help female founders accomplish their goals. The web platform

facilitates cross-promotion, sharing, and knowledge of female founders. Membership is available to female founders and those who work with female founders.

Global Entrepreneurship Network

Lead Software Engineer

January 2016 - May 2018 (2 years 5 months)

Washington D.C. Metro Area

As the lead technical consultant, I am responsible for identifying and specifying architecture and technical specifications for a redesigned GISTNetwork.org platform to support international entrepreneurship in science and technology. This project is funded by the United States Department of State and has 154k + users, 8000 of which are heavily active (April 2018). The platform supports competitions for the Global Entrepreneurship Summit (Hyderabad, 2017) as well as various "Tech-I" competitions for science and technology startups as well as competitions, pitch competitions, and bootcamp applications, all around supporting entrepreneurship in emerging economies.

I worked with former providers to identify and specify unified fields from a legacy platform onto a new Drupal 7 version: I created data architecture and workflow to support competition, competition entries, bootcamp participants, events, pages, resources, organizations, and informational posts, and also specified user roles and permissions, set scrum goals in conjunction with the project manager, and provided feedback and guidance to the larger engineering team during buildout.

I work with both the end client and the 8-10 person team of developers, themers, and content editors in order to deploy a working redesign inside a tight timeframe.

Follow-on work includes a mentor platform, additional bootcamps, competition platform refinement, online events, knowledge management tools, user annotations, and better visibility for country officers to connect with science and technology innovators worldwide.

Tools: Balsamiq, Dropbox, Sharepoint, ActiveCollab, Slack, Drupal 7, Acquia, Pantheon

<http://bit.ly/uswomenangelmentors> GIST Mentor Platform - connecting tech entrepreneurs with mentors with background in women's empowerment + angel funding

Ashoka

Product Team Lead

February 2014 - August 2017 (3 years 7 months)

Washington D.C. Metro Area

For Changemakers.com as consultant (July 2016-August 2017), staff product team lead (May 2015-Jun 2016) & staff web developer (Feb 2014-Apr 2015), my responsibility was to create functional specifications, evaluate solutions, install/wireframe/theme, work with editors, build custom views & content types, specify new functions, develop reports, update 3rd-party integrations, & mentor junior developers.

Changemakers, an Ashoka subdivision, operates on a \$2.5mm annual budget, offering courses, bootcamps, learning tools, and a competition process that has channeled \$60mm+ in funds from corporate philanthropy, grants, & micro-finance into investment & social enterprise opportunities worldwide.

My team built features for changemakers.com (85k monthly users) & supported an overall team of ~35 coordinators, project managers, content strategists, operations staff, & executives.

As a problem-solver, I committed code, provided data architecture advice, & clarified functional specifications to serve external customers (Forbes.com, The David and Lucile Packard Foundation, Boehringer Ingelheim, Unilever, Accenture, C&A Foundation, Robert Wood Johnson Foundation).

I supported internal partners (Social Financial Services, Ashoka U, Start Empathy, Ashoka Africa, US Venture, Changemaker Schools) to implement lean startup projects (online application, Salesforce-enabled directory, geo-located maps, calendar/event itinerary builders, & other business intelligence tools).

Workflow Tools: scrum, Slack, Outlook, Excel, Jira, Trello, Fisheye, Confluence, SequelPro, drush, Sublime, Git, github, Trello, TeamworkPM, Skype, Google Hangouts, PHP and mySQL, Google Drive, Google Docs, UXPin, LucidChart, Salesforce, Pantheon, Drupal, Bootstrap, CSS5, Cloudflare, Views, Panels, Entity API, Libraries, CK Editor, IMCE, Media, GMap,

Location, Feeds, CTools, Token, Pathauto, Webform, IMCE, jQuery, Rules, Features, Context, OG, Acquia, Commons, Varnish, Apache Solr, Redis, Hubspot, OIEngine

Gramercy & Co.

Co-Founder and CTO

September 2010 - January 2017 (6 years 5 months)

GRAMERCY & CO. Modern Atelier was a luxury e-commerce brand sourcing modern, unique, and beautiful objects from around the world. The company offered a curated variety of products from global vendors, including the best-selling Reiko Kaneko Gold Lip Tease mugs.

The online store offered home decor items such as Bar Accessories, Boxes, Candleholders, Fragrance, Frames, Tabletop, Trays, Accessories, Jewelry, Leather Accessories, and Scarves.

I was responsible for the feature requirements list, data architecture, installation, buildout, maintenance, and analytics reporting on both customer and product sales data. I also managed external teams for post-launch site development needs. We started on the Ubercart/Drupal platform and moved to Shopify.

180 products

20+ vendors

815+ customers

16x growth in first 3 years

10K Group

Co-Founder

October 2004 - January 2014 (9 years 4 months)

I have worked as a Drupal web developer, product manager, strategic planner, advisor, and CTO to a number of additional projects in different verticals through this consulting practice. I believe in using communication, honesty, transparency, and simplicity to work on large projects and tough jobs. I believe in growing through overcoming obstacles. #failforward

Green Business certification received in 2006:

<http://web.archive.org/web/20061211052906/http://www.greenbiz.ca.gov/ShopGreenAC.html>

Author:

tinyurl.com/monicadearbooks

Additional Experience:

2016 Founder, #MakingaPositiveDifference (inspiration for dreamers/doers)
posdiff.com

2015 Editor, Women in Social Enterprise (women of #socent) bit.ly/womensocent

2015 Editor, Female Founders (serving female founders) femalefounders.info

2014 Founder, STEM Daisies (increase awareness of women in STEM)
stemdaisies.com

2014 Product Manager, Chexout (healthcare information technology for test results)

2014 Advisor, NeighborhoodFamilies.com (community of neighbors)

2013 Co-Founder, Power We Share (connected businesses to 800K local charities collected via IRS list)

2012 Co-Founder, The Greater Equator (online marketplace of green products)

2011 Co-Founder, Artici.fr (marketplace for French certified artisan products)

2010 Editor, Green Business Women (directory & consulting)

2006 Founder, A Successful Woman (membership group, sold 2012)

2004 Co-Founder, 10K Webdesign (web development consulting)

10K Webdesign

Web Developer

June 2004 - January 2014 (9 years 8 months)

I led digital projects for public agencies, progressive initiatives, membership groups, green businesses, entrepreneurs and NGOs/CBOs, specializing in scoping and building highly functional, effective websites to connect organizations with communities.

10K was one of the 1st green certified web development agencies in 2006 in Oakland, CA (Alameda County).

I served as primary coder/producer on 240+ websites, doing client outreach, project management, installation & development for clients like Message Paris redesign: membership group (France), Recycle More - West Contra Costa County (annual budget \$4.7 mm) Castro Valley Sanitary District: government

(annual budget \$11mm), SOCCOM Princeton: research and education center (5-year budget \$23mm).

bit.ly/10kwebsites

I currently advise and support on a leadership level, providing guidance, managing projects, creating internal specifications re: database architecture, functional specifications, engineering support & client liaisons, hiring external contractors, & directing development.

Integrations: Chatfuel, Twilio, Dexter, Facebook API, Twitter API, Constant Contact, Vertical Response, MailChimp, Salesforce, Wild Apricot, Google Maps API, Google Analytics, QuantCast, CiviCRM, PCI Compliance, Authorize.net, PayPal, SSL, AJAX, JQuery, PEAR, Amazon Catalog, AddThis, CK Editor, Vimeo, YouTube, vCards, Sitemaps, RSS Feeds, Google Calendar, Varnish, Apache Solr, Redis

Tools: SequelPro, SSH, Composer, phpMyAdmin, LAMP

- + Full stack: design/develop database architecture, code, installation, build out, themeing D6/D7/D8
- + Configure Drupal using core API
- + Integrate Drupal modules with external systems, & use common modules
- + Experience with agile & scrums/standups
- + Experience developing custom themes for Drupal
- + Knowledge & experience of MySQL
- + Fluent written & spoken English
- + Experience in distributed, team-oriented, project environments
- + High communication skills, time management, & critical thinking

Know More Media

Blogger

February 2005 - August 2008 (3 years 7 months)

Greater Salt Lake City Area

I blogged regularly about women of color in business through www.sistersinbiz.com, part of the Know More Media network www.knowmoremedia.com, which closed in 2008

Also published work at:

Elance: tinyurl.com/monicaelanceblog "8 Steps to Creating a Drupal E-Commerce Website"

Vistage: bit.ly/monicadearvistageblog "How to Make your Workplace Millennial-Friendly: What We can Learn from Vin Diesel"

Guest posts: ASuccessfulWoman.com, WomenonBusiness.com, TheGreenGirls.com

Asian Pacific Americans for Progress

Governing Board Member, Interim Exec. Dir.

January 2004 - December 2005 (2 years)

I was part of the initial team that built infrastructure and a foundation for this nonprofit 501(c)(4) advocacy group focusing on Asian Pacific American involvement in politics, which grew out of the Howard Dean campaign.

I served as interim executive director and co-organized a nationwide student-run training conference Boston 2004, where our volunteer team connected with Congressional representatives, staffers, and other organizational leaders including all APA congress members Rep. Bobby Scott, Rep. Mike Honda, and Rep. David Chu.

Courses at our first national training were led by Democratic GAIN at the Hynes Center at Regis College and included: Campaign Overview, Mobilizing Asian Pacific Americans, Grassroots Organizing, Targeting, Voter Contact Strategy and Tactics, Volunteer Recruitment and Maintenance, Get Out The Vote, Message and Polling, Earned Media, Organizing Canvasses and Phone Banks, Introduction to Fundraising, and Unions and Constituency Groups.

This position grew out of my grassroots volunteer experience for the Dean Campaign in Oakland and San Francisco for AAPI4Dean.

JMPT Consulting

Policy Analyst

August 2001 - July 2004 (3 years)

Part of team for 18-mo. evaluation, strategic planning, & technology outcomes-based evaluation for the San Francisco Department of Children, Youth & Their Families, with 100+ community-based organizations, 35 subcontractors, 3 partners, \$750k budget

Conducted qualitative/quantitative evaluations based on focus groups & site visits

Contributed to survey development including Likert Scale, Boolean, Multiple Choice Multiple Answer, Multiple Choice Single Answer, Text answers (short and long)

Liaised with external parties and subcontractors

Reported on project status and timeline

Researched, wrote, and presented reports to key stakeholders

UC Berkeley Center for Latin American Studies

Programmer/Analyst

January 2001 - June 2001 (6 months)

Berkeley, CA

Primary web developer & site updates for nationally-recognized center

Managed growth of the Center's web and print publications

Researched existing needs, designed/developed a web application system to manage internal digital media (MSAccess)

Formalized processes to organize digital assets (audio, photo, video)

Coordinated with staff and outside vendors to produce two showcase journals

Mentored staff in troubleshooting and training issues

Led move to convert time-sensitive pages from HTML-only to ASP-driven

Created mini-sites such as Colombia in Context [http://](http://clasarchive.berkeley.edu/Events/conferences/Colombia/index.html)

clasarchive.berkeley.edu/Events/conferences/Colombia/index.html

Access to Software for All People

Mentor

December 2000 - June 2001 (7 months)

Berkeley, CA

I mentored Berkeley High School sophomores, juniors, and seniors in business issues including timelines, goals, and deliverables. I coordinated with youth and clients to create youth-developed websites for local organizations

including the Berkeley Public Library Foundation. This was a teaching and mentoring position, supporting the youth in learning standard HTML and making updates to new web properties on behalf of clients.

The Odyssey World Trek for Service and Education

Program Director

September 1998 - June 2000 (1 year 10 months)

Global

I travelled solo and in small groups as a backpacker to five continents as a curriculum developer for an educational nonprofit that followed California Standards,

The travel required me to research, photograph, write and file two youth-specific articles (1500 words and 10 photos each) per week for 18 months (geared to high school youth). These were published to the website www.worldtrek.org.

I coordinated and conducted online events, features, and interviews (including webcasts with Nobel Peace Prize Laureates Rigoberta Menchu and Oscar Arias Sanchez, and 50+ grassroots community organizations, including chats from the American University of Cairo).

I arranged and coordinated local and international transportation, visas, and site visits for 20+ countries including Turkey, Colombia, Mali, Iran.

As a team leader for a pilot version of this trek, I motivated and directed a four-person team to provide content for an initial project in Mexico City. As part of the team, I also wrote proposals, interviewed applicants, organized staff and resources and organized curricula.

Opus Technologies

Software Developer

January 1996 - August 1998 (2 years 8 months)

I created multimedia CD-ROM versions of Braille music texts in WinHelp format, including MIDI files for interactivity. These texts allow music educators to learn and teach Braille music for non-sighted musicians.

I assisted with the product cycle (including all phases of design, development, edit, quality assurance, documentation, and marketing) for three separate products.

I organized, produced and edited pages and playable MIDI musical examples for "How to Read Braille Music, 2nd ed." (Krolick, 1998), The New International Manual of Braille Music Notation, and the Primer of Braille Music, all of which are standards in the field.

Early Jobs

Various jobs - undergraduate

July 1990 - December 1995 (5 years 6 months)

Campus work-study, summer jobs, and other early work.

Volunteer Only

Pianist

September 1989 - December 1993 (4 years 4 months)

Ithaca, New York Area

Volunteer, 5-7 hrs/week

Played piano as accompanist and led church choir group for weekend services, weddings, funerals, celebrations

Education

Cornell University

Bachelor of Science (B.S.), Environmental Systems Technology, Agricultural and Biological Engineering · (1990 - 1994)

Institute for Shipboard Education

Semester at Sea · (1993 - 1993)