Monica S. Flores   #213-538-2105   monicasflores1@gmail.com

Greetings,

I'm interested in challenging, complex projects that support accountability, responsibility, and greater information transparency. I work with mission-driven to support a fair and just society. I first learned how to code HTML in 1999, launched my web consulting practice in 2004, and have been continuously working to build products and services that make a positive difference. My core competencies:

- **advisor** - technical advice to non-technical people for new projects, sold one project
- **director of digital products** - develops roadmap and shares workflow for creating new digital products
- **strategic integrator** - understands and aligns needs of client, partners, internal team, technology resource people and products, and policy/content managers in order to support a successful outcome
- **engineering manager** - manages workflow for 7 (development team includes: project head, project manager, web director, 2 back-end developers, front-end themer, and database fixer)
- **data architect** - responsible for database requirements (in conjunction with client), user pathways, database design, optimization, and modeling, and "big-picture" thinking about how client requests convert to actionable items from engineering team
- **project lead** - communicative, patient, timeline-oriented, manages teams of 2 - 5
- **product manager** - functional specifications, wireframes, user pathways, analytics and reports
- **full stack developer** - PHP/mySQL since 2001, Drupal since 2008, Agile/scrum since 2012

My routine typically includes
A) deep discussion re: client's requests, as well as explaining/understanding client / organizational needs
B) specifying functionality and architecture: clarifying what can be done and suggesting solutions
C) managing: directing flow of scrums, specifying tickets, reviewing work, sign-off on incremental builds
D) producing: implementation / wireframing / database architecture / MVP creation
E) communicating: presenting results, sharing analytics, supporting team and clients

Career highlights:
- June 2016 - March 2017: Development director for redesign of GreenAmerica.org ($215k Drupal 8)

- January - April 2016: Database architect and engineering lead for redesign of GistNetwork.org, a US Department of State-funded entrepreneurship challenge for international participants ($310k Drupal 7)

- 2015-2016: Delivered a Drupal 7 redesign for changemakers.com, which reaches 85,000 monthly users in the field of global social enterprise and has allocated Corporate Social Responsibility monies to innovators worldwide using the "competition" model (disbursed $60mm in funds Drupal 7)

- 2004-2014: Principal producer, delivered 240+ websites over 10+ years of working with public agencies, membership groups, and businesses to move their web properties online (Drupal 6 and 7)

- 2012: As a founder, I built and sold a blog for success-oriented women (Drupal 6)

- 2010: As a co-founder, I launched an e-commerce store for home & fashion accessories (Drupal 6)

- 2000: Policy analyst as part of a project to evaluate all community-based organizations serving children, youth, families for the City and County of San Francisco ($750k)

- 2001: I was part of the core team that launched the Odyssey Internet Treks by leading a pilot Mexico visit, traveling worldwide for 18 months, and creating educational content via online delivery

- I've written three trade books on building community through website engagement strategies, and I also blog, post articles, and speak on panels, videos, and podcasts

I am always interested in connecting over your current needs and look forward to supporting or advising people who are working to create a socially just, environmentally sustainable, equitable society.

OVERVIEW

+ **Mission:** to build community, foster connectedness, & use my tech skills to create a better world
+ **Unique skill:** translating business process needs into effective solutions, building solutions to solve pressing problems, communicating with teams to drive long-term initiatives
+ **Turns ideas into reality:** clarifies needs, develops plans, tests assumptions, implements production
+ **Drives progress:** understands goals, coordinates efforts, tracks schedules, explains documents

PRIMARY EXPERIENCE

Director of Digital Products, Green America
Washington, DC, June 2016 - present

Consolidates all existing websites and build new platforms to manage he organization's digital properties, including a quarterly magazine, several print publications, and a national network of green businesses, 100k monthly users

- Serves as the in-house developer for ongoing web needs and maintenance, with access to and oversight of external contractors for large new products. I work with staff to maximize SEO and stakeholder engagement
- Synthesizes needs and requirements from a variety of internal and external stakeholders into a cohesive product roadmap
- Ensures that internal stakeholders have the support they need to successfully learn and use our digital technologies
- Responsible for budgeting for technology needs as well as tracking expenses to budget
- Manages external resources and timelines to balance requirements against ROI
- Pull together input from users, executive leadership, staff with content expertise, and online communications team, and turns these into a thoughtful and coherent vision and strategy for digital product development

Drupal Developer, Lead Architect, Managing Director, 10K Webdesign
Hawaii & California, July 2004 - present

Served as primary coder/producer on 240+ websites, project management, production, & development of web properties for clients like SOCCOM Princeton (research group, $23m annual budget), Castro Valley Sanitary District (government, $7m annual budget), West Contra Costa Integrated Waste Management Authority (public agency $3m annual budget), Molokai Community Health Center (clinic $2m annual budget)

- Client-facing manager: Identified process, developed standard operating procedures, created workflow
- Full stack: produced all database architecture, code, installation, build out, and themeing for D6/D7
- Built out proprietary PHP/mySQL content management system (2004-2008)
- Managed project milestones, kept contractors and overall team on track, ran scrums
- Worked with clients to determine business process and needs
- Scoped projects, listed deliverables, defined specifications, assessed user roles
- Project manager (designers, developers, themers, content editors, SEO managers)
- Organized DrupalCamp Hawaii 2011
- Modules: Acquia, Views/Views Bulk Operations, Panels, Entity API, Entity Reference, Libraries such as CK Editor, Media, Calendar, GMap, Location, Feeds, Chaos Tools, Token, Pathauto, Webform, IMCE, jQuery Update, Google Analytics, Rules, Features, Context
- More recently using: Cloudflare, Apache Solr, Varnish, Redis
- Third-party integrations with: Facebook API (Login, Like Box), Twitter API, Constant Contact, Vertical Response, MailChimp, SalesForce, Wild Apricot, Google Maps API, Google Analytics, QuantCast, CiviCRM, PCI, Authorize.net, PayPal, SSL, AJAX, JQuery, PEAR, AddThis, CK Editor, TinyMCE, Vimeo, YouTube, vCard, Sitemaps, RSS, Google, Amazon Catalog Search

Product Team Lead, Drupal Web Developer, Ashoka Changemakers
Arlington, VA, Feb 2014 - present

Participated and led team that delivered a redesign and refactoring of a Drupal 7 site, cutting 80% of custom code and converting to standardized content types and views. Implemented scrum to roll out feature requests for changemakers.com, where our team consisted of 3 engineers and supported an overall team of ~40 coordinators, managers, operations, & executive leaders; 90k monthly users

- Identified functional specifications, evaluated potential solutions, installed/wireframed/themed site
- Created custom views and content types and new features
- Developed reports, documentation, and training for multiple levels of users
- Led engineers, coders, & themers to support overall team (i.e. office hours, e-newsletter, trainings)
- Third-party integrations and workflow Tools: agile, Firebug, Analytics, Slack, Jira/Fisheye, Confluence, SequelPro, drush, Sublime, Git, TeamworkPM, Skype, Google Hangouts, PHP/mySQL, Google Drive, Google Docs, UXPin, LucidChart, Salesforce, Pantheon, Trello, Assembla, localization (supporting translation to 4 languages)
- Pilot projects: database architecture for conference application for Ashoka U (myashokau.org), searchable directory using Salesforce data, data arch/func. specs for informational "brochure" sites

Policy Analyst, JMPT Consulting Inc.
San Francisco, August 2001 - July 2004
- Project managed an 18-month outcomes-based evaluation, strategic planning, and technology project for San Francisco County Department of Children, Youth, & Their Families
- Supported 100+ community-based organizations, 35 subcontractors, 3 partners
- Conducted qualitative/quantitative evaluations based on focus groups & site visits
- Contributed to survey development and analyzed results, reported on project status, trained staff
- Researched, wrote, and presented reports to key stakeholders

Programmer/Analyst, UC Berkeley Center, Latin American Studies
Berkeley, January 2001 - June 2001
- Acted as primary web developer & site updater for nationally-recognized center
- Researched existing needs, created content management system for digital assets

Program Director, The Odyssey Internet Treks
San Francisco and internationally, August 1998 - August 2000
- Researched, photographed, and wrote two articles per week for 18 months (1500 words and 10 photos each) abroad, and returned to home office to write grants, interview, manage volunteers, and code
- Coordinated and conducted online events, features, & interviews
  (including 3 Nobel Peace Prize Laureates, 2 former Presidents, 50+ grassroots groups)
- Arranged local and international transportation, visas, & site visits in 35+ countries
- Team Leader: directed 4-person team to provide content in Mexico City

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PARTNER PROJECTS

Co-Founder and CTO, Gramercy & Co. (January 2011 - present)
Launched e-commerce for luxury goods, 16x growth in 3 years

Founder, A Successful Woman (September 2006 - February 2012)
Created a hobby blog that grew to 10,000 users/month, sold in 2012

OTHER EXPERIENCE

Mentor, Access to Software for All People, Berkeley (December 2000 - June 2001)
Mentored Berkeley High School students to create websites for local organizations

Multimedia Software Developer, Opus Technologies, San Diego (January 1996 - August 1998)
Designed, developed, edited, did QA, and wrote documentation for Braille projects
Created musical examples using MIDI files and created WinHelp clickable digital books: New International Manual of Braille Music Notation, How to Read Braille Music, and Primer of Braille Music

COMMUNITY INVOLVEMENT

STEM Daisies, Increasing STEM women's visibility through video (2014-present)
Girl Scouts Troop Leader, Troop 4163 Arlington VA (2016-2017), Troop 428 Arlington VA (2014-2015), Troop 1307 San Diego CA (2013-2014)
Parent Teacher Student Association, Mesa Verde Middle School (2012-2014, V.P. Programs 2012)
Board Member, Kilohana School Community Organization (2009-2011, Parent Rep 2011-2012)
Governing Board & Interim Exec. Director, Asian Pacific Americans for Progress (2004-2005)

VOLUNTEER WORK

Environmental Educator, Slide Ranch, Marin County (August 1995 - December 1995)
Community Health Worker, Los Angeles Free Clinic now Saban Clinic (August 1994 - August 1995)
Emergency Room Volunteer, Cedars-Sinai Hospital, Saturday nights, triage department (1994-1995)
Pianist, Cornell University (1990-1994)

PERSONAL DETAILS

B.S. Environmental Systems Technology, Dept. of Ag. & Bio. Engineering, Cornell University (1994)

Likes running, travel, baking, nature walks, reading
Lived in Canada, Florida, Southern California, upstate New York, Oakland, Hawaii, DC
Mother ~ Musician ~ Lifelong learner
Effective, results-oriented, and collaborative
Practices kindness
Passionate about making a difference