

# Colin Stevens

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301-908-2196

## Education

### Johns Hopkins University

Currently Enrolled; Full-Stack Web Development Bootcamp

### Towson University

B.A. 12/2010; Majored in Journalism and minored in Business Administration

## Professional Experience

### Web Project Manager, University of Maryland Medical System, Baltimore, MD, 4/2018-Present

- Oversees major overhauls to different sections of the website
- Analyzes user traffic, using data to make informed decisions about content
- Researches keywords using various tools to determine best strategies for search engine optimization
- Partners with physician leaders while developing new consumer-facing web projects

### Web Project Coordinator, University of Maryland Medical System, Baltimore, MD, 6/2017-4/2018

- Works closely with physicians to identify and create consumer-facing web content
- Manages day-to-day web projects for the University of Maryland Medical Center and System affiliates
- Ensures sites use best practices for Search Engine Optimization, using data to back decisions
- Coordinates implementation of new physician database consisting of more than 4,500 profiles

### Communications Specialist, University of Maryland Medical System, Baltimore, MD, 2/2016-6/2017

- Wrote and edited stories for various publications, including quarterly and monthly newsletters
- Managed and executed web projects from conception to completion for two high-priority service lines
- Audited web content, implementing improvements to IA and UX via our CMS
- Maintained physician profiles in the mobile app and online databases

### Media Relations Specialist, MD-National Capital Park & Planning Commission, Riverdale, MD, 2/2015-1/2016

- Wrote and distributed news releases
- Pitched stories to media outlets to promote department programs, services and facilities
- Shot, edited, wrote scripts and voiced video packages on departmental programs

### Sports Reporter, *The Gazette*, Laurel, MD, 10/2012-7/2013

- Covered the beats for volleyball, ice hockey, boys lacrosse and football
- Developed and pitched multiple stories on a weekly basis
- Used social media frequently to promote stories and break news

### Multimedia Sports Reporter, *Public Opinion Newspaper*, Chambersburg, PA, 8/2011-10/12

- Reported daily on 12 high schools and three colleges on multiple media platforms
- Produced weekly video packages including game coverage, features and talk shows
- Managed multiple social media accounts to promote stories and break news
- Chosen as an award-winning writer for the 2012 Professional Keystone Press Awards, Division IV

### Service Manager, Chipotle Mexican Grill, Germantown, MD, 10/2013-6/2014

- Supervised a staff of 30 while managing day-to-day operations
- Oversaw hiring and training of new employees

# Technical Skills

Advanced knowledge of HTML5, CSS (including Bootstrap), Javascript (including JQuery), AJAX and Git

Skilled with Google Analytics, Google Search Console, Moz Keyword Explorer

Familiar with Adobe Creative Suite tools like Photoshop, Lightroom CC, Illustrator, InDesign and Final Cut Pro

Proficient in Microsoft PowerPoint, Word and Excel; Final Cut Pro; Adobe InDesign and Premiere; and Quark

***References Available Upon Request***