

OVERVIEW

- High attention to detail Marketing Professional.
- Seasoned Web Publisher with over 15 years of experience.
- Accomplished DSLR event photographer.
- Florida 0240 – HEALTH License.
- USPTA (United States Professional Tennis Association) Professional 2.

SKILLS

- Languages: Fluent in English & Spanish.
- Web Development & Publishing: HTML | CSS | Bootstrap | JavaScript | Adobe Photoshop.

PROFESSIONAL EXPERIENCE

Online-Growth Consultant, Miami, FL 05/16 – Present

- WordPress web site design and development.
- Social Media consultant.
- Event photographer.

IMG, Miami, FL 3/16/16 – 4/04/16; 3/17/17 – 4/03/17; 3/17/18 – 4/02/18; 3/18/19 – 3/31/19

Website Editor: MiamiOpen.com (Over 4 million sessions and 11 million page views respectively.)

- Coordinated input of all content on MiamiOpen.com.
- Trained and worked with two Content Management Systems.
- Hired and managed Assistant Web Editor and Writer for MiamiOpen.com.
- Worked with Writer to ensure fresh and timely content was featured on MiamiOpen.com.
- Coordinated photo galleries/uploads with tournament's Social Media and Marketing Managers.
- Worked with ATP & WTA crews to get daily video content on MiamiOpen.com.
- Coordinated proofing and postings of Spanish news content.

Lily's Touch Parties (Facebook Page), Miami, FL 2/14 – 2/16

- Digital designer & photographer | Inventory & Accounting
- Co-administrator: Facebook page 100%+ growth in likes and fan engagement in less than a year.

Freelance Tennis/Sports Photographer 1/12 – Present

- USTA Florida events. Tournaments: BNP Paribas Open; Sony Open / Miami Open; Abierto Mexicano de Tenis.

United States Tennis Association (USTA) Florida Section, Daytona Beach, FL 11/98 – 12/12

Marketing 8/11 – 12/12

- Co-administrator of USTA Florida Facebook fan page (10,000+ likes) and Twitter feed (2,250+ followers).
- Graphic designer and photographer for USTAFlorida.com and digital properties.

Web Site / IT Coordinator 1/02 – 12/12 ~ 2002 USTA Network Web site of the Year Award.

- Administrator and manager of USTAFlorida.com domain names portfolio.
- Trained and supported a team of eight Staff members on publishing system(s).
- Set-up and managed USTA Florida online photo store that generated a revenue stream.
- Provided desktop support for USTA Florida Staff in Daytona Beach headquarter offices and remote Staff.

EDUCATION & TRAINING

University of Miami Full Stack Web Development Bootcamp, Course completion: June 2020

Ferris State University, Big Rapids, Michigan – 1995-1997

B.S., Business, Marketing - Professional Tennis Management. High Distinction Honor Graduate.

Florida International University, Miami, Florida – 1991-1993

Bachelor of Business Administration, Marketing. Second major: International Business.