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## PROFESSIONAL SUMMARY

*Dedicated professional who is adept at driving consumer engagement through innovative web/digital content development and management*

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A dynamic and motivated professional with the educational background and proven work ethic to guide and support Search Engine Optimization (SEO), Section 508 compliance, and more. Able to communicate effectively with both technical and non-technical staff, with the skillset to build web pages, implement updates, and manage web content-related requests. Creative thinker who is comfortable working at all levels of an organization to ensure solutions consistently meet or exceed business goals.

### CORE COMPETENCIES

- Strategic Planning
- Digital Marketing/Social Media Strategies
- Content Management Systems
- Project Management
- Section 508 compliance
- Website Development and Administration
- Policy Development
- Google Analytics

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## PROFESSIONAL EXPERIENCE

WORLD WILDLIFE FUND, WASHINGTON, D.C, APRIL 2021 TO JULY 2021

### WEB COORDINATOR/FRONT END DEVELOPER (CONTRACT)

- Maintained and updated content on the WWF website using content management systems as well as coding in HTML, CSS and JavaScript.
- Tracked usage and page statistics using Google Analytic on the main WWF website; and generated monthly reports for managers and department heads.
- Attended meetings as a representative of the Web Team as a subject matter expert in web applications to offer advice on best practices in updating the WWF website.

DREAM JOB CAREER COACHING, REMOTE, MARCH 2021 TO CURRENT

### WEB ADMINISTRATOR (FREELANCE)

- Developed, created and maintained a website for a career counseling firm.
- Implemented SEO techniques, such as meta descriptions and key search terms, to improve search rankings for website.

ZERO TO THREE, WASHINGTON, D.C., MAY 2019 TO NOVEMBER 2019

### WEB/EMAIL SPECIALIST (CONTRACT)

- Spearheaded cross-functional teams in optimizing content on the company's websites and microsites, from publishing copy with a content management system to resolving technical issues.
- Directed the full website lifecycle, including development and publishing.
- Reviewed and reported on web and email analytics to inform future decision making.
- Reviewed existing web content plans and current positioning to differentiate strategies while complying with organization standards.
- Created templates for web and digital content using HTML code for multiple departments across the organization.

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DEPARTMENT OF VETERANS AFFAIRS, WASHINGTON, D.C., FEBRUARY 2017 TO DECEMBER 2018

**WEB CONTENT SPECIALIST AND TECHNICAL LEAD (CONTRACT)**

- Updated web pages using HTML code and deployed maintenance/outage alerts using CSS code for the My HealtheVet website.
- Subject Matter Expert in Liferay content management system for the Web Content Strategy Team and lead team meetings for clients and shareholders.
- Troubleshoot and resolve web development and other technical issues, conducting tests to diagnose 404 errors and ensure Section 508 compliance.
- Monitored and reported monthly performance and user interaction metrics across websites and newsletters, using Google Analytics.

THE USO, ARLINGTON, VIRGINIA, JULY 2013 TO NOVEMBER 2016

**WEB CONTENT PRODUCER**

- Established a standard operating procedure for ensuring website compliance with Section 508.
- Executed administrative duties in Adobe Experience Manager and Ektron CMS, including performing user maintenance, synchronizing folders, and setting permissions.
- Maintained and updated content on main USO site and microsites using content management systems as well as coding in HTML, CSS and JavaScript.
- Tracked usage and page statistics using Google Analytics; and generated monthly reports for managers and department heads.

ARLINGTON HYPNOTHERAPY, ARLINGTON, VIRGINIA, APRIL 2013 TO JUNE 2013

**SOCIAL MEDIA AND DIGITAL MARKETING STRATEGIST (FREELANCE)**

- Built a dynamic website to promote a local business using HTML, JavaScript and WordPress
- Created content for and managed all aspects of the business' WordPress blog and social media channels (Facebook, Twitter, LinkedIn, and Instagram).
- Utilized Google Analytics to monitor traffic and user engagement on social media channels, managed SEO using Google Tag Manager.

CHEVY CHASE AUTOMOTIVE, BETHESDA, MARYLAND, APRIL 2011 TO JANUARY 2013

**DIGITAL MARKETING AND SOCIAL MEDIA SPECIALIST**

- Formulated email and social media engagement strategies to drive dealership brand recognition and promote sales across newsletters, Facebook, Twitter, etc.
- Maintained the company's WordPress blog and website content, using a proprietary content management system; ensured compliance with Section 508 Accessibility Requirements and Acura's corporate website standards.
- Reported website changes, updates, and user engagement metrics to dealership owners and managers on a bi-weekly basis.

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**EDUCATION**

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- AWS Certified Solutions Architect – Associate Certification Program (2020)
- Career Studies Certificate in E-Commerce – Northern Virginia Community College (2013)
- Bachelor of Arts - Management Information Systems, University of South Florida (2000)

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**PROFESSIONAL AFFILIATIONS**

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Digital District 2009 - 2017

Management Information Systems Society 1996-2000

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**VOLUNTEERISM**

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Digital Marketing Consultant, DontWiden270.org February 2020 - current

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**ADDITIONAL INFORMATION**

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**Languages:** English, Spanish

**Technical Proficiencies:** Web Content Management Systems, Google Analytics, WordPress, Dreamweaver, JIRA, HTML, CSS, Bootstrap, JavaScript, Sharepoint

**Interests:** 80s Pop Culture, Swimming, Jazz Music, Web Design, Personal Fitness, Computer Technology