



PROFESSIONAL SUMMARY

Experienced Website Administrator and Web Development Strategist with over 23 years of professional experience in Web and Graphic Design, Marketing, and Business Analytics. Dedicated to driving process improvements and leveraging cutting-edge technologies. Recognized for my strong work ethic, exceptional time management, and communication skills. Adaptable problem-solver known for reliability and creativity.

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Premier, Dreamweaver)



Google Business Suite (Analytics4, Search Console, Looker Studio, AdSense, Adwords)



Server Administration (Hosting and email setup and management, email deliverability, domain registration and security)



Microsoft Office (Word, Excel, Powerpoint, Outlook, Teams)



CMS (Wordpress, Opencart, Magento, Nextcloud)



Programming Languages (HTML and CSS)



Programming Languages (ASP, ASP, XML & PHP)



Photography (Editing, Studio, Product Photography)



Marketing Strategy



E-commerce Operations



Web Design



Photo Digitization



Branding



Print Design



Digital Marketing



Typography



Website Management



EMPLOYMENT HISTORY

2020 - FEB 2024

Web Development and Design Consultant, NY Kids Club (Children's enrichment Center), New York, NY

- **Corporate Website Management and Optimization:** Oversaw the maintenance of two corporate websites for New York's premier children's enrichment center, comprising 17 locations.
- **Design and Content Expertise:** Drove frequent design and content updates to ensure the websites remained visually captivating, informative, and always engaging to visitors.
- **Data-Driven Performance Tracking:** Provided monthly Google Analytics (GA4) reports to track website performance and user behavior.
- **Employee Resource Empowerment:** Pioneered the establishment and continued management of a comprehensive online resource portal that catered to the needs of over 150 employees, facilitating streamlined access to essential curriculum and training tools.
- **Malware Removal and Security Enhancement:** Demonstrated exceptional skills in malware removal, successfully eradicating extensive threats from an infected site. Additionally, implemented robust security measures to fortify site and server integrity, proactively averting future incidents.
- **Performance Optimization:** Implemented optimization techniques to enhance website performance and user experience.
- **Regular Audits:** Conducted routine website audits to identify performance issues, security vulnerabilities, and areas for improvement.
- **Collaborative Synergy:** Engaged in close collaboration with the marketing team, collectively enhancing website design and functionality to dramatically heighten customer engagement and boost conversion rates.

2022 - PRESENT

Website Administrator , Cuetip (Tech and Data Startup), Los Angeles, CA

- **Website Enhancements and Traffic Growth:** Updates to site content and images resulting in over 400% increase in direct traffic and over 500% in referral traffic in 12 months. Implementing SEO strategies to improve website visibility and organic traffic.
- **Design and Promotion:** Create promotional materials to boost brand awareness within the cannabis industry.
- **Strategic Content Planning:** Collaborate closely with the marketing team to devise and execute an effective content strategy that captivates and engages the website's target audience.
- **Website Operations and Maintenance:** Oversee website operations with frequent updates to ensure content relevance and user engagement, conduct routine website maintenance tasks, including updates, backups, and security checks, to ensure optimal functionality and safeguard against potential threats.
- **Assisting with Development and Design of App and Tech:** Collaborate with the development and design teams to assist in the creation and enhancement of applications, software, and technologies. Plays a key role in server management, email systems, and domain administration to maintain seamless operations and reliability.
- **Customer Service:** Provided exceptional customer service by promptly addressing user inquiries, concerns, and feedback, ensuring a positive user experience.

LINKS

[Portfolio](#)

[LinkedIn](#)

EMPLOYMENT HISTORY

2022 - PRESENT

Web Design and Marketing Consultant, FerTex Properties (Vacation Rental Company), Puerto Rico

- **Website Design and Maintenance:** Led the design and maintenance efforts for a fully responsive website.
- **Content Updates and Optimization:** Manage frequent content updates, optimizing the site for a seamless user experience.
- **Site Security and Hosting Maintenance:** Ensured robust site security and handled email and hosting maintenance for uninterrupted operations.
- **Strategic Brand Development:** Masterminded an array of branded marketing materials, including business cards, magnets, polo shirts, and stickers, which collectively reinforced the brand's presence and resonance.
- **Digital Marketing Strategies:** Developed and implemented digital marketing strategies aimed at boosting online visibility and increasing bookings.
- **Multimedia Marketing: Drove engagement and brand affinity through engaging multimedia content creation,** crafting compelling videos and captivating social media post images that attracted and engaged potential customers.

2013 - 2020

E-Commerce and Web Development Specialist, Metabolic Research Center (Health & Wellness Company), Jacksonville, FL

- **E-Commerce Operations Leadership:** Pioneered and meticulously managed all facets of a dynamic e-commerce site, featuring over 75 weight loss and nutrition products, as well as Amazon and Walmart.com sales channels.
- **Remarkable Sales Growth Achievement:** Delivered astounding sales growth results, spearheading an impressive surge in online revenue from \$400K per year to an exceptional \$2.5M per year.
- **Continuous User Experience Enhancement:** Maintained an unwavering commitment to user satisfaction, perpetually enhancing website design and features. This relentless focus resulted in increased user engagement and an uptick in conversions.
- **Multifaceted Multimedia Responsibilities:** Wielded a diverse skill set, seamlessly managing video production, print design, digital asset management, and email marketing, while also extending support to employees across nationwide locations.
- **Effective Email Marketing:** Masterminded the development and maintenance of a robust customer mailing list, a vital asset for fostering customer relationships and driving revenue. Executed frequent high-converting email campaigns, consistently bolstering revenue and customer engagement.
- **Direct Sales Integration:** Successfully established and expertly managed an integrated direct sales channel, comprising 100+ independent sales reps. Produced detailed monthly reports, offering insights into sales, commissions, and overall performance.

OCT 2021 - PRESENT

Proprietor, Photo Digitizer (Bulk Photo Scanning Company), Jacksonville, FL

- **Photo Digitization Services:** Founded a company to provide comprehensive photo digitization services tailored to the specific requirements of each client, accommodating collections of any type and size.
- **Bulk Scanning and Digitization:** Specialize in bulk scanning of photos, slides, and negatives, offering a wide array of digitization services such as photo restoration, color correction, enlargement, slideshow creation, and archival services.

2000 - PRESENT

Web Development Consultant, P Delaney Consulting Inc., Jacksonville, FL

Comprehensive Services: Offering a full spectrum of professional services, including:

- **Web Design and Development:** Creating custom web solutions for clients nationwide.
- **Graphic Design and Branding:** Crafting compelling visual identities.
- **E-commerce Solutions:** Developing and optimizing online stores.
- **Operations Management:** Ensuring efficient business operations.
- **Analytics:** Utilizing data for informed decision-making.
- **Social Media Integration and Automation:** Integrating and streamlining social media activities.
- **Email Deliverability and Marketing Campaigns:** Enhancing email marketing effectiveness.
- **Website Security:** Ensuring robust website security measures.
- **Malware Removal:** Safeguarding websites by removing malware.

EDUCATION

AS degree - Graphic Design Technology, Santa Fe College, Gainesville, FL

- Graduated with honors from the leading design school in Florida.
- Coursework included proficiency in Adobe Creative Suite for print and web applications, photography, marketing, and public speaking.