



Alejandro Leal

SENIOR WEB MANAGER

CONTACT

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SKILLS

Spanish-Speaker
Content Strategy
IA
SEO/SEM
UX Design
Agile
Jira
QuickBase
Basecamp
Infor Orbis
WordPress
Drupal
HTML/CSS
JavaScript
jQuery
Bootstrap
D3
Github / Bitbucket
Photoshop
Illustrator
InDesign
Journalism

EDUCATION

MA Media Studies
The New School
New York, NY
2011

BA Journalism &
BA Spanish Lit.
Georgia State
University
Atlanta, Ga
2005

EXPERIENCE

The College Board - New York, NY | Director, Web Production | Oct. 2016 – Present

- Manage web production team, delegating tasks, allocating resources to day-to-day requests and developing project plans, budgets, and estimates for strategic projects and initiatives.
- Develop internal content management workflows between IT, content, and user experience (UX) teams.
- Function as main point of contact between web production team and key business, editorial, and creative stakeholders across all divisions of the organization.
- Ensure technical, business, creative and editorial requirements are properly captured and accounted for during project development cycle.
- Manage relationships with external agencies and vendors.
- Guide nontechnical teams on website projects executed by web production team, including managing code enhancement deployments (JIRA), content migration from legacy CMS to Drupal CMS.
- Participate in daily stand-ups during Agile development process of projects.
- Design UI/UX elements and deploy HTML/CSS/JavaScript code via Git repository.
- Write technical documentation for products and digital services.

The College Board - New York, NY | Web Producer | Feb. 2014 – Oct. 2016

- Partner with site managers and program sponsors from across the country to manage and create content throughout various digital properties and initiatives offered by the College Board.
- Develop front-end prototypes of common UX elements on collegeboard.org.
- Produce web content using Vignette, Drupal, WordPress, and Clearcase CMS.

The Home Depot - Atlanta, GA | Web Designer & Publisher | June 2012 – Feb. 2014

- Design UI/UX components for multi-platform shopping experiences on homedepot.com, upholding brand guidelines, and translating approved designs to the HTML/CSS.
- Deploy approved creative assets via Documentum/Endeca Pagebuilder CMS, and WordPress CMS.
- Write visual design specification documentation for homedepot.com branding standards.
- Develop creative collateral to deploy on mobile platforms via Documentum/Endeca Pagebuilder CMS.
- Develop creative and marketing assets for social media campaigns.

PROFILE

Proactive
Curious
Multi-tasker
Leader
Collaborator
Data-driven
Motivational
Mentor
Team-player
Explorer

INTERESTS

Space Exploration

Open-Source Web
Technology

Intersection of
Public Spaces and
Technology

Content
Management

Impact of
Technology on
Society

EXPERIENCE

Freelance | Web Designer & Front-End Developer | 2010 – 2015

Web Designer and WordPress developer for clients such as:

- The Conservation Law Foundation (clf.org) in Boston, develop UI/UX for properties such as the Legal Services Food Hub, New England Ocean Odyssey, New England Ocean Action Network, and www.clf.org; manage integration of Convio/Blackbaud platform on CLF properties. (Cont.)
- The Miami Foundation, develop Data Visualizations using D3 on ourmiami.org.
- South of Urban, Co., (www.southofurban.com) an Atlanta-based furniture design studio.
- CIFAL Atlanta (www.cifalatlanta.org), a United Nations affiliate.

Emory University - Atlanta, GA | Online Producer | Jan. 2011 – June 2012

- Manage web content production on news.emory.edu using Cascade Server CMS.
- Develop WordPress themes to deploy on WordPress MU platform.
- Design and develop interactive marketing assets in HTML/CSS/JavaScript.
- Monitor web traffic with Google Analytics.

UmpBump.com | Web Publisher & Co-Founder | April 2006 – 2013

- Launch a baseball fan blog that was mentioned in The New York Times, ESPN, and other national media outlets.
- Write and research posts, conduct interviews, edit headlines.
- Design and develop WordPress theme; develop ad-network partnerships (Fox Sports Engage Network, Blogburst, Google Ad Services).
- Monitor traffic via Google Analytics.

Creative Loafing - Atlanta, Ga | Online Producer | Jan. 2006 – Jan. 2011

- Direct web content strategy for CL Atlanta, managing the online production staff, leading website redesigns and CMS upgrades of the Gyrobase/Foundation CMS platform.
- Manage daily flow of stories and posts on CL Atlanta homepage.
- Manage integration of WordPress Multi-User platform, migrating from Typepad CMS.
- Function as liaison between editorial, marketing and publisher.
- Design and develop front-end components, web pages and email templates.
- Advise on social media and email marketing strategies, relying on web traffic data reports.
- Write feature stories and blog posts; assist in reporting cover stories.

Revista Elite Magazine - Norcross, Ga | Editorial and Creative Director | 2002 – 2009

- Direct editorial focus of Spanish-language general interest magazine.
- Conduct interviews, write stories, manage editorial and freelance contributors.
- Prepare digital files for print production.
- Design covers, layouts.