

ALEX SALAZAR

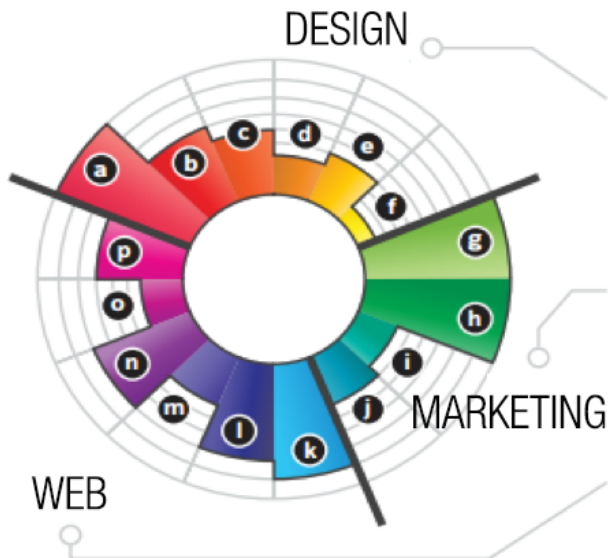
WEB DEVELOPER

alex@alexsalazar.net | 816-267-1333 | 200 DELAWARE STREET, #104, KANSAS CITY, MO 64105

PROFILE

Adventurous, front-end web developer with a passion for marketing, social media, user experience, and learning. Experienced in structuring, development, and implementing interactive website, yet always willing to learn more. Innovative use of technology and SEO to drive traffic and engage users. Able to complete projects effectively and satisfying customers with user-friendly designs

SKILLS



- a. Adobe Photoshop
- b. Adobe Illustrator
- c. MAM (Marketing Asset Management)
- d. Persona Creation
- e. Responsive Design
- f. Wireframing/Prototyping
- g. Marketing Analytics and Reporting
- h. Social Media Calendar
- i. Email Marketing
- j. Product Launch
- k. Development Cycle/AGILE/SCRUM
- l. HTML/CSS/SASS
- m. MYSQL
- n. JavaScript
- o. cPanel
- p. PHP

QUALIFICATIONS

- Leadership and Communication
- Data Management
- Business Analysis and Intelligence
- Presales engineering and support
- Project and Risk Management
- Quality Assurance
- Requirements Analysis and Change Management
- Performance and operational metrics

PROFESSIONAL EXPERIENCE

Aethelwulf, LLC, DBA alexsalazar.net Kansas City, MO

Web Developer and Marketing Consultant

since 2005

I support of small business online through internet marketing and website support.

- Identified new growth opportunities for the business by initiating new websites like, accidentlawkc.com, engageveracity.com, inhomebistro.com, heartlandweddings.com, Edisonevents.net, Mannyskc.com, cargoworld.com and shedtasticsheds.com.
- Primary driver for analytics, SEO, social media and other web technologies.
- Provided 24/7 web product support for several businesses.
- Design and maintains several websites on an ongoing basis, including cPanel hosting.
- Provides social media content calendar to small businesses.
- Other duties include: Community building, writing blogs, building content and maintaining Google Ad words and Facebook boosts.
- Troubleshooting issues on the websites. Keeping websites current.
- Learning new technologies as needed.

Veracity Consulting, Overland Park, KS

Sr. Web Developer and Digital Marketing

since 2013

The go-to engineering resource and technical expert in marketing, IT infrastructure, technical operations, and web development for both internal and external partners. Duties include online marketing, social media efforts, build of corporate website, technical sales assistance, security program development.

- Acted as a technical advisor to the COO for such programs as Cybersecurity and Web Solutions.
- Developed best practices and policies for company's internal technology support, i.e. email, laptop, internal network.
- Acted as technical support manager for company of 100.
- Develop and manage new company website and online presence.
- Achieve a strong, visible social media presence and develop concepts with viral potential. Continuously monitor online public relations and ensure the success of company.
- Assess social media marketing strategies to determine rate of return. Identify and tap into new channels to optimize ROI and fuel revenue growth.
- Worked to highlight the company and CEO with local news and other key news outlets.
- Acted as Consulting Creative Manager for potential clients as necessary.
- Served as Infrastructure Project Manager and System Administrator for state client.
- Managed deployments, quality checks, and emergency response team for state client.
- Acted as Presales Engineer for Sales Team by developing POCs.

Saepio Technologies, Kansas City, MO

Technical + Product Evangelist

2010 to 2013

Product manager that designed, developed, and advocated engagement based marketing solutions with marketing team.

- Provided education to staff and clients, including on boarding of two Sales Engineers.
- Served as technical advisor for RFP and sales calls.
- Leader of product and lab/experimentation unit. Conducted usability studies to enhance platform experience.
- Responsible for proof of concept and pushing the product to be used in different scenarios.

- Worked with QA to ensure quality of each iteration by identifying bugs, testing new features and retesting fixes. Developed team Kanban & product announcement board for engineering & company.
- Wrote test cases, performed regression, unit, and manual testing for each release.
- Primary driver for analytics, SEO, social media implementation within the product.
- Provided 24/7 sales and product support to all teams.
- Developed HR & software training for company.
- Communicator for product information. Developed release notes, client newsletter, blog, and education (webinars). Provided use case scenarios to teams.
- Marketing team member that development of product sheets, sales demos, talking points.

Pioneer Services, Kansas City, MO

Analytics Manager

2008 to 2010

Manager advocating analysis, testing, requirements building, project management, and quality assurance. Provided customers with technology strategy to improve the digital marketing experience. Brought A/B testing on board for company.

EMC Consulting, Overland Park, KS

Sr. Business Systems Analyst

2006 to 2008

SME for user experience, analysis, testing, and quality assurance of products. Technologist that worked with Enterprise Architects to build nationwide sales channel portal for Boost Mobile, and Sprint.

- Facilitated design and implementation of user experience standards for application.
- Conducted research and necessary updates to documents such as the user manual, functional specifications, and Application Design Documentation [ADD].
- Provided pre and post-production support and education to client to guarantee high product satisfaction and future sales opportunities.
- Led standards effort on reporting for issue audits for Architects to client and Senior EMC staff.
- Qualified future sales opportunities for the consulting manager from analysis of requirements, business needs, client enhancement requests, and release management.
- Managed the decommissioning of legacy Sprint switch sites that resulted in cost savings in excess of \$10 million to the company.
- Provided technical advisement, requirements gathering, operational, and financial analysis as well as other areas of Business Intelligence to top executives.
- Designed network operational metric analytics database and reports to be used in several awards winning executive scorecards.
- Maintained high-level professional relationships with customers ensuring that business needs were met.
- Defined customer requirements, process re-engineering, and quality assurance, writing technical documents, educating team on new software and new processes.
- Designed and managed scorecard operational metric analysis and toolkit for top executives.

US Central, Overland Park, KS

Web Developer, Marketing Dept.

2005 to 2006

Member of a creative team tasked with design and development websites and materials for sales and marketing events. Modeled databases and worked with designer on online presentation of events.

Ingenix [OptumInsight], Overland Park, KS

Client Solutions Analyst + Web + SQL Developer

2003 to 2004

Supporting member for the sales team by qualifying sales leads, requirements, and engineering initial sales solution.

- Served as the initial point-of-contact for customers' needs regarding information on software and service issues.
- Implemented ASP based web solutions for clients: GEHA, Blue Cross Blue Shield Kansas City, and Humana Kansas City.
- Built web solutions and SQL stored procedures per client requirements.
- Designed directories and reference booklets for online presentation.

PROFESSIONAL ACCOMPLISHMENTS

- Implemented portfolio financial rulebook for 3rd party solution to increase business web sales on product.
- Architected executive vision for new product line of business.
- Developed sales resource, demos, and education for sales team product education.
- Business Operational and Financial Analysis, Sponsor recognition by Top Executives, 2007.
- Architect and analyst for two major scorecards for the Network Engineering executive group.
- Primary Architect for project management database, toolkit, HTML5, and new employee education on products.
- Spearheaded education sessions for Network Engineering, sales, accounts, and marketing team, wrote technical manual.
- Develop learning materials for developers, clients, and business.
- Board of Directors, Kansas City Information System Security, Social Media Director.

EDUCATION

Master of Science, Software Engineering, Candidate DeVry University

Bachelor of Science, Network Management DeVry University

OTHER

Codeacademy.com, API, HTML, PHP
Hack Reactor, JavaScript boot camp