

Willy Freites

Kissimmee, Florida

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Experienced working in a fast-paced environment demanding strong organizational, technical, and interpersonal skills. Highly trustworthy, ethical, discreet; committed to superior customer service, confident and poised in interactions with individuals at all levels, detail-oriented and resourceful in completing projects; able to multitask effectively.

SUMMARY OF QUALIFICATIONS

Results driven web designer and project manager with over 15 years of experience in non-profit and profit oriented organizations. Skilled at working with multiple cross-organization stakeholders toward common goals. Ability to translate technical requirements, standards and terminology into terms that non-technical business owners can understand, as well as take business requirements and translate them into technical requirements.

- Accomplished web designer and front-end developer with extensive experience building websites including WordPress websites, E-Commerce, .NET, HTML5, .PHP .CSS3 and various web scripting technologies, web standards and project management. Skilled in creating engaging and interactive websites.
- Full process - Design, polishing, debugging, uploading and maintenance of all web sites created.
- Comprehensive understanding of WordPress core software, database connectivity and its functions. Hands on experience in creating, extending and customizing WordPress themes and plugins.
- Demonstrated understanding of current XHTML / W3C standards and best practices and expertise in cross-browser and JavaScript compatibility.
- Strong skills on Dreamweaver, Visual Studio, Adobe Designer and CS6 Photoshop.
- Ability to produce documentation such as site maps, user flows, functional and presentation specifications.
- Experience in all phases of Internet Marketing campaigns, specializing in Organic Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing and (PPC) Pay per Click advertising management.
- Strong Knowledge of the major search engine algorithm and ranking systems
- Highly knowledgeable in all aspects of Google AdWords and Bing Ads Agency with excellent understanding of Web Analytics.
- Highly proficient in SEO software and tools such as PIWIK and Google Analytics with a strong knowledge of web analytics
- Enthusiastic web professional motivated by challenging projects and deadlines.

Technology Summary:

Languages:	HTML5, CSS3, PHP, DHTML and related client side technologies.
Operating Systems:	MS-DOS, Windows, Linux/Unix, Apache
Software's / Web Authoring Tools:	Adobe Creative Suite, Dreamweaver, Visual Studio and Photoshop

CMS, Content and Portal Management:	WordPress, Woo-commerce, Joomla, and other Open Source Solutions Products.
SEO, SEM & PPC:	PIWIK, Google Analytics, Google & BING Webmaster Tools, Google AdWords MMC, Microsoft Ad Agency

KEY ACCOMPLISHMENTS / PROFESSIONAL EXPERIENCE

Tech Prime Web, LLC

Web Designer & Developer / Project Manager

Responsible for leading, managing and creation of all facets of web design and development projects including project prioritization, strategic planning, conceptual design, development, execution, implementation and testing. Management of development and production environments and associated resources including server-side applications and databases.

Verified Label, Print & Promotions, Inc.

Digital Marketing Manager / Web Designer & Developer

Responsible for all online marketing strategies and marketing channels optimization including WordPress and WooCommerce websites, SEO, SEM, email marketing, re-targeting and online advertising including pay per click "PPC" campaigns. Managed web hosting, emails accounts, domain names and market research.

Responsibilities:

- Managed all aspects of web experience across web properties to promote brand and maximize traffic, engagement and conversion.
- Designed, developed and maintained multiple company websites using HTML, PHP, CSS, Bootstrap, Java Script and other similar programming languages.
- Build and manipulate WordPress websites from initial concept, site architecture, and user interface to finished deliverable using clean code and best practices.
- Implemented and customized multiple WordPress WooCommerce websites including design, production, deployment and maintenance.
- With direct communication with CEO/Owner, established project parameters, analyzed competitor websites, determined website content, produced site maps and communicated progress throughout length of projects
- Modified themes for additional functionalities and build fully functional mobile friendly child-themes and template files for all website projects.
- Created optimized web graphics, including designing and incorporating graphic user interface (GUI), ensuring consistent graphics throughout the websites.
- Responsible for setting up and deploying email marketing campaigns using a variety of Email Service Providers.
- Optimized WooCommerce websites for maximum speed, SEO, and scalability.
- Configured and repurposed WordPress plugins in accordance to company needs.
- Managed WordPress updates, theme updates and a wide range of plugins and 3rd party integrations.
- Established and created social media presence and strategies for the company websites.
- Redesigned and manage corporate website.
- Troubleshoot and resolve problems with websites in a variety of devices and browsers.

- Managed Domains, subdomains, WHM hosting, DNS, cPanels and emails for development websites and live-hosted websites.
- Responsible for digital workflow, backups, and project management.
- Applied ethical SEO best practices when performing tasks such as keyword research, competitive analysis, content optimization, Meta tag creation, alt tag creation and social media optimization.
- Analyzed, reviewed and implemented changes to improve organic search and page rank of company websites.
- Responsible for all tasks related to SEM campaigns including keyword research, bid optimization, conversions metrics, landing page optimization and overall campaign management.
- Manage, review, and perform daily account responsibilities associated with Google AdWords and Bing using AdWords MCC and BING AdCenter for multiple websites.
- Maintained and monitor keyword bids, account daily and weekly budget caps, impression share, quality score and other important account metrics.
- Analyzed website traffic data and keyword relevance using in-house analytics & SEO tools including Google Analytics, PIWIK, Google Webmaster tools, Bing Webmaster tools, Google AdWords & MOZ
- Monitored on web traffic, conversions, email and ad analytics
- Performed analysis and weekly reports of site statistics and PPC including AdWords and BING conversion data.
- Responsible for migrating multiple WordPress websites and databases over from hosting to dedicated server.

Performance Internet Marketing International (PIMi)

Web Designer and Developer

Responsible for creation and designs of multiple web sites. Search Engine Optimization (SEO) for organic search, (SEM) Search Engine Marketing and (PPC) paid search traffic. Manage web hosting, emails accounts, domain names, article marketing and market research. Coordinate and manage external Lead Providers marketing campaigns with a proven ability to develop marketing strategies that deliver measurable results. Demonstrated success design and creating effective marketing programs and building brands in online media for B2C and B2B audiences. Strong management and leadership skills, with proven ability to build and motivate teams. Excellent communicator, with emphasis on building strong relationships and networks. Created and implemented successful SEO/SEM and social media plans for multiple websites.

Responsibilities:

- Responsible for the creation, design, front end programming, maintenance, on-page optimization for search engines, graphic designs and navigation of websites and monitor standards for user interfaces.
- Designed, developed and managed corporate identity, web sites
- Responsible for implementing organic search engine optimization and best web development practices – search friendly content, CSS layout, valid XHTML/CSS, tagging, URL naming, site structure, sitemap, etc.
- Development and implementation online marketing strategy. Responsible for in-bound link development from relevant websites, directory submissions and PPC campaigns.
- Developed and implemented SEO / SEM program
- Websites SEO campaigns including keyword research, organic search engine optimization, development of directory listings and inbound links. On-going monitoring and monthly reports on campaign progress.
- Successfully reported on positive ROI and positive acquisition on all SEO campaigns
- Analytics Implementation and Monitoring - Google Analytics, PIWIK and Urchin
- Manage projects through completion including time schedules, cost budgets, and quality of final delivery.

- Manage and coordinate paid traffic leads campaigns with outside vendors.
- Daily, Weekly and Monthly Stats and analytics reports
- Investigate and disseminate information on best practices for technology integration.
- Played key role in company's growth: researched new software, Internet technology and communicate with technology vendors.

Systems 2000, Inc.

Web Developer / Designer

Designed and developed visual designs of recreational trailers websites

Responsibilities:

- Creation of websites using HTML, ASP.NET, Java Script and CSS
- Responsible for UI architecture, UI interface, usability and graphics development
- Creation of high level detailed mockups and prototypes to effectively communicate design ideas.
- Site testing including error checking, browser compatibility and accessibility testing.
- Collaboration with application developers to ensure UI designs are implemented and tested correctly.

eXadev Internet Group

Web Developer

Responsible for creation and designs and front-end UI development for multiple web sites.

Responsibilities:

- HTML / CSS / JavaScript front-end design and development
- Employed the latest technologies, such as structured XHTML, JavaScript and cascading style sheets (CSS), while ensuring compliance with W3C content guidelines and many browsers such as IE, Firefox, Safari, and Chrome.
- Directly involved with ongoing maintenance of over 30 websites.
- Graphic manipulation and optimization
- Development and maintenance of long-term client relationships
- Customer Service Email Support - Creation, setup, technical support
- Manage web hosting, emails accounts and domain names.

2001–2006 COMPUTER AND TECHNOLOGY INSTITUTE, INC.

Co-Founder / Director

Responsible for working with system-level technology staff, technicians, network engineers as well as with school-based technology facilitators. Coordinate the implementation of the school system's instructional technology plan at the building level. Promote and implement the use of instructional and administrative technology systems. Develop, coordinate and implement technology professional development to meet requirements of the Commonwealth of Puerto Rico Educator Technology Competencies and for the teaching of the computer skills curriculum. Work collaboratively with technology entities, central office and school-based personnel to use technology and include technology applications as an integral part of the total instructional program.

Responsibilities:

- Provide onsite assistance to staff in the selection of technology resources and solutions.
- Develop, coordinate, and implementation of technology professional development.

- Work with system-level personnel to assess and plan for new technologies.
- Facilitate planning and implementation of local and wide area networks.
- Investigate and disseminate information on best practices for technology integration.
- Communicate with technology vendors.
- Support to educational IT staff in the operation of instructional and administrative technology systems.
- Assist in the integration of technology into the instructional program.
- Develop models instructional activities for staff.
- Serves as a source of information on trends, research, applications, and effective practices related to technology use in the school program.

1997 – 2006 COMPUTER AND TECHNOLOGY SERVICES, INC.

Web Designer and Developer / Project Manager

Responsible for designing and maintaining web pages and DB applications to support intranet and external sites, presenting DB application and site design prototypes, creating screen mock-ups, developing HTML, CSS and CMS websites. Work closely with clients, creative team, graphic designers and others to meet specifications.

Primary responsibilities included:

- Design, Maintain and update content on internal and external web sites. Code website with HTML, CSS, JavaScript, and DHTML.
- Participate in projects to design and implement new content and functionality for the web site and / or redesign existing content sections.
- Work effectively as part of a team as a project manager with application developers to design high quality user-centric Web interfaces that meet business objectives as well as usability and corporate standards.
- Provide expertise for department and company on Web technologies, strategies and design standards.
- Participate in regular content and functionality pushes to the web, including testing and validation, troubleshooting any issues, and following the change management processes.
- Design and develop database driven e-commerce website from concept to production. Interface Design based on industry e-commerce standards using PHP and MySQL Technologies.
- Graphic design included; logos and banners.
- Search Engine Optimization and Search Engine Submissions.
- Registrar Domain name management.

1993 – 1996 SOUTH END COMMUNITY CENTER

Executive Director

- Oversee entire administrative operations, allocate, research and lobby for city, state, and federal grants to maintain operations and provide quality services for the community and supervise staff. Founder and Programs Director of the Positive Youth Development Program, an all year after - school, summer camp and adolescent prevention youth program for all ages.
- Grant Writer and Administrator of Federal, State, and City Grants
- Controller of budgets Operations
- Develop, design and implement automated accounting and bookkeeping system enabling prominent efficiency for the South end Community Center, Inc.
- Prepare all financial and budget reports within established deadlines, includes all financial reports audited by the board of directors, approved, audited and signed by a CPA.

1990 – 1993 SOUTH END COMMUNITY CENTER

Program Youth Coordinator

- Assist Director in planning curriculum, and coordinating and promoting Youth, Teen and Family programming
- Provide quality customer service to members, volunteers and participants
- Perform administrative duties which support the Youth, Teen and Family programs
- Assist with the implementation and delivery of department trainings and meeting coordination
- In the absence of Director, provide work direction to staff and volunteers and oversees daily operations
- Plan, coordinate and implement all year round youth programs including summer and after school programs

1984 – 1990 NEW YORK CITY DEPARTMENT OF SOCIAL SERVICES / HUMAN RESOURCES ADMINISTRATION - PUBLIC ASSISTANCE AGENCY

Certified Bi-Lingual Eligibility Specialist III

- Re-determine eligibility for city, state, and federal Public Assistance Programs
- Formulate budgets and financial reports within given time frame for individuals to receive their public assistance funds.
- Interview face to face on a (30 –40 per month) all assigned individuals in caseload of approximately 200 for continued eligibility.
- Outreach, collect and review information, provide emergency housing, social service needs or funds for caseload utilizing laws, procedures and policies mandated by the City, State, and Federal governments.

EMPLOYMENT

Web Developer - Project Manager

Tech Prime Web, LLC.
Ellenton, FL
Jan 2013 – Present

Web Developer

Unittus, Inc.
Sarasota, FL
Jan 2012 – Jan 2013

Web Developer / Designer

Systems 2000, Inc.
Orlando, Florida
2007 – 2008

Digital Marketing Manager

Web Designer & Developer

Verified Label, Print & Promotions
Tampa, FL
Nov 2014 – Jan 2018

Web Developer

Performance Internet Marketing
International "PIMi"
Sarasota, FL
March 2008 – Jan 2012

Web Developer

eXadev Internet
Orlando, FL
June 2007 – Dec 2007

Co-Founder – President / CEO

Computer and Technology Services, Inc.
and Computer and Technology Institute
Ponce, Puerto Rico
1997 – 2008

President / CEO

Working Toward the Future – Youth
Programs Affiliated / Save the Children
Federation / S.T.A.R. National Youth
Programs
1995 – 1997

Certified Bi-Lingual Eligibility Specialist III

New York City Department of Social Services /
Human Resources Administration
New York City, NY
1984 – 1990

Community Program Developer

Save the Children Federation –
U.S. Programs - South Carolina State
University – Base Office
Altamonte Springs, FL, and
Bridgeport, CT
1995 – 1997

Executive Director /**Community Program Developer**

South End Community Center, Inc. and
Save the Children Federation –
U.S. Programs Bridgeport, CT
1993 – 1996

Program Youth Coordinator

South End Community Center, Inc. and
Save the Children Federation – U.S.
Programs
Bridgeport, CT
1990 – 1993

EDUCATION**UNIVERSITY OF TURABO**

Caguas, Puerto Rico
Business Administration Major

HOUSATONIC COMMUNITY COLLEGE

Bridgeport, CT
Accounting and Computer Science

MASSASOIT COMMUNITY COLLEGE

Brockton, MA
Business Administration /
Computer Science

STATE UNIVERSITY OF NEW YORK

New York City, NY
NYC Personnel Training

COMMUNITY INVOLMENT AND SPECIALIZED SKILLS

- ENTREPRENEUR / PRESIDENT / CEO and CO-Founder of 6 successful organizations and community based programs.
 - Tech Prime Web, LLC
 - Computer and Technology Services, Inc.
 - Computer Technology Institute
 - Working Toward the Future
 - Positive Youth Development Program
 - Bridgeport Originals Little League
- AUTOMATED ACCOUNTING AND BOOKKEEPING SYSTEMS SPECIALIST
- BRIDGEPORT MAYOR'S SUBSTANCE ABUSE PREVENTION COUNCIL
- HISPANIC INTER-AGENCY TASK FORCE,
- RYSAP STEERING COMMITTEE

FULLY BI-LINGUAL IN SPANISH AND ENGLISH