

MICHAEL ANDRADE

WEB DEVELOPMENT DIRECTOR

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Objective

Position where experience in web development, SEO, and Social Networking Integration can be utilized to bring the role to life by helping to deliver powerful, high-end projects while contributing to the overall success of the company and contribution to its thriving team.

Professional Profile

Development Director with Project Management, SEO, Graphic Design, and IT experience having a solid understanding of the Internet as an industry and the Web as its face; proven expertise managing technical teams, invigorating diverse projects, techniques, and technologies with a sharp eye for sourcing emerging methods and quickly learning and adapting new skills.

Community Profile

Donating abilities and time to not-for-profit entities

Kevin Youkilis' Hits for Kids: <http://www.youkskids.org/>

Blue Sky Fund: <http://www.blueskyfund.com>

China Holistic English: <http://chinaholisticenglish.org/>

Skills

Platforms

Windows, Mac, Linux · LAMP / MAMP / WIMP

CMS

WordPress · Joomla · Drupal

Social Networking Integration

Facebook · Twitter · YouTube · Foursquare · Google +

Spoken Languages

English · Spanish · French

Professional Experience

Beehive Media

Hopkinton, MA

Development Director 7/2011 – Present

Beehive Media is a boutique web agency, creating online user experiences and web applications with a specialty in working with organizations that need to explain complex ideas in simple ways. This includes converting abstract concepts into tangible experiences using techniques like data visualization and user-focused design to make those ideas accessible and understandable.

- Tightly integrated with the Beehive team for collaboration on internal technical needs
- Technical design & planning
- Identifying and sourcing new technologies
- Overseeing development, staging, and production servers
- Lead development on several new initiatives and managing small teams across several projects
- Facilitate an end-to-end web development process and keep up with multiple projects
- Develop new web pages, fix bugs, build feature enhancements
- Oversee the work and tasks of technical teams
- Collaborate with clients on assessment of technical needs and strategies
- Work closely with the Project Manager and Design Director to help guide strategic decisions for client and internal projects

Awards

2006 NEAPNEA Web Contest Public Service Award

Nashua Telegraph Child Care series

Fair Share Property Tax Series

Implementation Technologies

HTML(5) · CSS 2-3 · CLI / Shell Scripting · MySQL · PHP · jQuery · Mobile Optimization

SEO

Google Analytics / Webmaster Tools · Google AdWords / AdSense · Yahoo · MSN (Bing)

Additional Skills

Google Apps Integration · Networking Hardware · Wi-Fi · Bluetooth · Broadband · Mobile

Growth Spark, LLC

Cambridge, MA

Development Director 4/2010 – 7/2011*Growth Spark provides design, development and marketing services to businesses looking to establish or grow their online presence.*

- WordPress Specialist
- Plugin and Widget Development, editing, customization
- MySQL backup, optimization, customization, and editing
- Custom function framework per client (including Custom Post Types, Custom Taxonomies, Custom meta boxes without plugins)
- Setup and administration of hosting, domain registration and transfer, custom mail setups

Freelance as ANDRADE NATION

Raleigh, NC • Boston, MA • Nashua, NH

WordPress / Web Developer 11/2006 - Present*One-Stop WordPress Shop. Helping clients to create strong web presences by leveraging WordPress and emerging Web Technologies.*

- WordPress Specialist with strong WordPress client base
- Social Networking Integration
- SEO implementation for each client
- Source and engage boutique listing sites to improve advertising and page rank and relevance
- Setup and administration of hosting, domain registration and transfer, custom mail setups

Accent Imaging, Inc.

Raleigh, NC

Marketing and Communications / Major Accounts Project Manager 3/2008 – 9/2009*Centrally located between Raleigh and Durham, NC, Accent Imaging opened its doors with a grand vision of offering the Triangle area its first and only "Full Service" Document Solutions Company.*

- Work closely with technical groups to explore innovative ways to drive customers to the website
- Target and shape content on the site to raise brand awareness
- Responsible for the coordinated management of multiple projects directed toward strategic business and other organizational objectives
- Build credibility, establish rapport, and maintain communication with asset planners and upper management at multiple levels
- Define and initiate projects, and assign priorities to managing cost, schedule, and performance of component projects, while working to ensure the ultimate success and acceptance of the program
- Maintain continuous alignment of program scope with strategic business objectives, and make recommendations to modify the program to enhance effectiveness toward the business result or strategic intent

Telegraph Publishing, Co. / The Telegraph Online

Hudson, NH

Technical Specialist / New Media 6/2005 - 10/2006*The Nashua Telegraph, founded in 1832, delivers award-winning news, sports, entertainment, food, business and political information in print and online.*

- One of the first sites to deploy Google Analytics for internal market analysis
- Deployment of web taxonomy and documentation
- Implementation of Multimedia Production software and hardware for robust Interactive content
- Design and Development of Web Pages and On-Line content for Internal use
- Worked with the Editorial department to produce online content for Special Features

Michaelion IT Consultation and Management, LLC

Hudson, NH

Web Specialist / IT Consultant 5/2002 – 5/2005*Offered on-site and remote training, consulting, and service; Web / IT roles and development***Applications Systems Corporation**

Boston, MA

Senior Systems Analyst, Database Administrator, Network Engineer 7/1999 - 11/2001*Administered the network and information systems; internal and external technical writer***Plectrum Systems**

Hudson, NH

Systems Analyst 3/1996 – 6/1999*Hired to assist in the day to day operations of the company; helped work with technologies to provide solutions for SoHo networks***Education****DANIEL WEBSTER COLLEGE**

Nashua, NH - Bachelor of Science in Information Technology with a Concentration in Web Development

BERKLEE COLLEGE OF MUSIC

Boston, MA - Music Technology Diploma