

Marcelo Alvarez

EXECUTIVE SUMMARY

Senior Project manager and Manager of Web Technologies with proven track record of guiding the design and development of complex interactive projects from inception to launch. Demonstrated experience overseeing mid-to-large scale Web projects in gathering and documenting functional requirements. Work closely with clients, business teams, design, and engineers to expertly organize the flow of information and guide expectation. Thorough understanding of all aspects of digital marketing including: SEO best practices, SEM, Website and email lead generation. Proven leadership skills with ability to manage and communicate implementation of leading edge solutions and systems resulting in streamlined business operations, decreased costs and increased operational efficiencies. A Web technologies expert, who is able to multi-task, and deliver within budget constraints and stipulated time frame without underplaying details, is seeking a long-term career in a technology company.

EXPERIENCE

Project Manager

Rank Advisor, North Miami Beach, F1 | December 2013 – February 2017

Led group of experts in the fields of Search Engine Optimization on the implementation of several projects including Magento Stores, Wordpress Websites, PHP and Mobile Applications for RankAdvisor.com, a Search Engine Marketing agency with a stellar reputation in its ability to achieve profitable success for its clients' online businesses. It specializes in Internet business consulting, e-commerce consulting and Internet marketing.

- ◆ Completed over 40 projects successfully, including Websites, e-Commerce sites, Web Applications and Native applications for iOS and Android.
- ◆ Researched new Web development tools and procedures and improved the agency project execution process.
- ◆ Maintained a continuous client communication, acting as times as an Account Manager.
- ◆ Prepared weekly and monthly reports for management and client's alike.
- ◆ Maintained a 15 server Web farm and performed regular assessments of factors such as site traffic and demographics.
- ◆ Monitored daily Website operations.

Project Manager

Factor Movil, Miami, F1 | December 2011-2013

Led the design and development of Web sites, e-commerce sites, Mobile Apps and provided Social Media Campaigns and SEO to small businesses successfully.

- ◆ Completed over 15 projects successfully including Websites and e-Commerce sites.
- ◆ Developed and implemented effective Website management techniques and procedures.
- ◆ Determined client requirements and ensured optimal service provision.
- ◆ Established client goals and implemented customized Website design options.
- ◆ Provided technical support to clients to minimize Website downtime.
- ◆ Maintained optimal Website performance for client sites.
- ◆ Coordinated Website design teams and prepared accurate staffing schedules for project execution.
- ◆ Worked extensively with new clients to determine Website creation and management needs.
- ◆ Ensured that all client Websites were sufficiently monitored for effective decisions.
- ◆ Prepared Website design specifications and coordinated with clients to ensure deliver of quality work.
- ◆ Coordinated Website maintenance tasks via Zoho desk.

CONTACT INFORMATION

1050 NE 204th Ter Miami FL 33179

(305) 815-5372

marcelo.alvarez@me.com

EDUCATION

- ◆ Universidad de Buenos Aires, Computer Science – 1990
- ◆ CSUN Northridge- Network Administration - 1994

PERSONAL SKILLS

- ◆ Bilingual: Fluent in both English and Spanish
- ◆ Leadership
- ◆ Problem Solving
- ◆ Detail-oriented
- ◆ Analytical Thinking
- ◆ Creative
- ◆ Communication and Interpersonal Skill
- ◆ Teamwork
- ◆ Team Building
- ◆ Decision Making

TECHNICAL SKILLS

- ◆ Project Management Tools: Basecamp, Freedcamp
- ◆ Web Technologies/Tools: Html5, CSS3, PHP
- ◆ Graphic Editing Tools: Photoshop
- ◆ QA/Bug Tracking Systems: Test Track Pro, Surround SCM.
- ◆ Coding tools: Coda
- ◆ Video: Camtasia Studio/After Effects
- ◆ Productivity: Evernote, Skitch, Slack, Skype
- ◆ Content Management Systems: Wordpress
- ◆ E-commerce: Magento 1.9+ / 2.0, Woocommerce
- ◆ Servers : Ubuntu, Centos, Debian
- ◆ Databases: MySQL
- ◆ MySQL tools: Navicat
- ◆ Search tools: Google Mini, Sphynx
- ◆ Web servers: Apache, Nginx
- ◆ WHM, cPanel, WHMCS, Webmail (Horde, Roundcube and Squirrel Mail), Google APPs Mail
- ◆ Newsletter Marketing: Constant Contact, Mail Chimp
- ◆ FTP Clients: Transmit, Filezilla
- ◆ CDN: Akamai, Edgecast, MAXCDN
- ◆ DNS Hosting: Amazon Route53, GoDaddy Premiun DNS
- ◆ Twilio and CallRail Web calling tracking systems
- ◆ Search Engine Optimization
- ◆ PPC Campaign Management

IT Director

EARI [Entertainment Arts Research Inc.], Atlanta, GA | November 2009-2011

Successfully led the development and improvement of online properties for Universe of Faith, with an emphasis on site architecture and infrastructure, organic search engine optimization and strategy, Web systems administration and marketing communications by applying a wide breadth of technical skills, Internet knowledge, and experience across the spectrum of online development in the following projects:

Universe of Faith Virtual World

- ◆ Created requirements, designed the virtual world and led the development of the project, executed by a company in Beijing, China.

Universe of Faith Music

- ◆ Created requirements, designed the music site and led the development of the project, executed by a company in Chennai India.

Universe of Faith Streaming

- ◆ Created requirements and designed the Streaming site.
- ◆ Lead the development of the project, executed by a company in Chennai India.

Indiechristianmusic.com

- ◆ Created requirements and designed the indiechristianmusic.com Website.
- ◆ Lead the development of the project, executed by a company in Chennai India.

Christian Music Releases iPhone App

- ◆ Created requirements, designed and developed the Christian Music releases iPhone application.

Universe of Faith Social

- ◆ Created requirements, designed and developed the Universe of Faith Social sites.

Universe of Faith Advertising Network

- ◆ Lead the implementation of the OpenX advertising platform that served ads to all properties of the Universe of Faith Network, displaying over 150,000 ads per month.

Akamai

- ◆ Deployed all Websites to the Akamai network successfully.
- ◆ Created requirements and designed the other projects: Universe of Faith Books/Universe of Faith Books for iPhone/iPad/Android and Universe of Faith Live.

Web farm

- ◆ Designed and implemented a 16 servers Web farm with Rackspace.

IT Infrastructure

- ◆ Developed the Internal IT infrastructure for the company.

Project Manager/ Web Technologies Manager

Children's Oncology Group/CureSearch, Arcadia, CA | July 2000-November 2009

Started as Webmaster and progressed to Team Lead, Project Manager and Manager of Web technologies and coordinated the implementation of the Web projects listed below:

- ◆ Designed the site and lead the development of (ASP+MS SQL 2000) for Children's Oncology Group Member based Website.
- ◆ Designed and coordinated the development of a data entry Web based system for the eRDES to enhanced remote data system.
- ◆ Collected medical data for cancer patients (ASP.Net +MS SQL 2000).
- ◆ Designed and lead the development of the Curesearch.org Web site (Ektron+MS SQL 2005).
- ◆ Designed and lead the development of the Curesearch.org's gift shop (ASP.Net Storefront + MS SQL2000).
- ◆ Implemented SharePoint as the company Intranet.
- ◆ Implemented Google Mini application as the search solution for the business.
- ◆ Successfully implemented SEO and PPC campaigns for all fundraising events.