

## Skills + Assets

**Analytics:** Facebook Insights, Google Analytics, Google Web Optimizer

**Social Media:** Integrative Marketing, Drupal, Facebook Campaigns, Crowdboost, MediaFunnel

**Web:** HTML, CSS, PHP, Dreamweaver, Photoshop, JavaScript

**Project Management:** Collaborative Design Process, Timeline Development

**Language:** Fluent in Spanish, written and spoken

## Education

### San Francisco State University

Bachelor of Science, 2007

Major in Business

Information Systems Emphasis

### Santa Barbara City College

Coursework in Design, 2003

Focus in Multi-Media

Web Production Emphasis

## Leadership + Experience

### Web Administrator, Earthjustice

Oct 2010-present

<http://earthjustice.org>

- Manage Drupal CMS, including:
  - Creation of custom templates for public-facing campaigns and workflow process improvements, eg Irreplaceable, unEarthed blog, notification system
  - Translation of team-based designs and layouts to live Drupal infrastructure
  - Integration of fundraising requirements into site structure and analytics
  - Training and troubleshooting for user issues
- Administer Convio constituent engagement system, including:
  - Creating custom code to integrate social media with advocacy messaging
  - Interfacing with message developer/s to achieve timely delivery
  - Training consultation with Development team
  - Broadcasting high volume of reliable, high-quality messages to appropriate constituent groups
- Work with Marketing Manager to provide day-to-day management of Facebook page, moderation of comments, and overall social media strategy in fundraising and relationship-building efforts
- Execute web component of complex, highly-effective campaigns and collaborative projects, including:
  - Down to Earth Podcast
  - Mountain Top Removal (MTR) Campaign
  - Clean Air Ambassadors
- Communicate effectively with OpenIssue and other external vendors to align infrastructure and resources with the requirements of the EJ online presence
- Participate on Diversity Committee with Board Members and EJ leadership

### Webmaster + Training Consultant, One East Palo Alto

Jun 2009-Oct 2010

<http://oneepa.org>

- Designed and managed Drupal CMS environment for broad-scope neighborhood improvement organization in East Palo Alto
- Individualized modules for client-side creation of media libraries
- Defined web-user roles and permissions
- Trained staff on creating, editing, and managing content within Drupal environment
- Produced multi-media Drupal orientation training module for future staff onboarding

**Webmaster + IT Support**, Ravenswood Family Health Center Dec 2005-May 2009  
<http://ravenswoodfhc.org>

- Managed primary website and Facebook presence for community health center serving low-income communities in the Silicon Valley
- Assisted in launch, maintenance, and management of HIPAA-compliant, 100+user network
- Maintained and expanded website functionality, including e-newsletter, interactive forms, & multi-media content
- Trained clinical staff on a variety of user applications
- Collaborated with stakeholders, including executive team, clinical staff, and end-users to create brand collateral, web marketing campaigns, secure PDFs, training materials, naming conventions, and other assets

**Volunteer Webmaster + Board Member**, City at Peace Santa Barbara Jun 2008-present  
<http://cityatpeacesb.org/drupal/>

- Managed domain setup for community-based youth empowerment organization according to stakeholder needs and input
- Designed Ning site for City at Peace program participants (age 13-22)
- Worked directly with participants as mentor in conflict resolution workshops; facilitated creative thinking around social issues affecting teens
- Currently active as Technology Advisor on eight-member Board of Directors

## Community Life

**Precita Eyes Muralists**, San Francisco public arts organization Feb 2010-present  
Muralist, Board Member and Web Project Manager

**East Palo Alto Phoenix Academy**, College Preparatory High School May 2009-present  
Volunteer Academic Advisor and Web Consultant

**San Francisco State University**, Student Leader Jan 2002-Jan 2004  
Technology Director for Latino Professional Organization (ALPFA)

**Santa Barbara Museum of Art** Oct 2002  
Exhibit Organizer, "Injustices: The Road to Humanity"