ARELIS CRUZ

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> Experince Overview

Webmaster & Digital Content Manager | MIAX
Princeton, NJ (Hybrid)
June 2023 – Present

Creative Producer (Web Project Manager) | Submersive Media
New York, NY (Remote)
November 2022 – June 2023

Website Solutions Consultant | Side Inc.
San Francisco, CA (Remote)
December 2020 – October 2022

Integration Consultant | RichRelevance
San Francisco, CA (Remote)
October 2019 – December 2020

3D Product Owner | Gerber Technology (Avametric)
San Francisco, CA
January 2019 – October 2019

Production Studio Manager | Avametric
San Francisco, CA
January 2015 – January 2019

Graphic Designer | Chrisad
San Rafael, CA
April 2013 – January 2015

> Education

Hackbright Academy
Software Engineering Fellowship
July 2018 - December 2018

Full-Stack 24 week course, covering both back-end and front-end with a focus on Python and JavaScript.

The New England Institute of Art
Bachelor of Science - Graphic Design Graduated 2005

> Skills

Technical
- Project Management
- Website Design and Optimization
- UI/UX Principles
- Integration Technologies (API, EDI, middleware)
- HTML, CSS, Python, JavaScript (AJAX, JSON), Ruby on Rails & SQL

CMS, Frameworks & Libraries
- WordPress, Drupal & more
- Flask
- jQuery
- Bootstrap

Tools & Software
- PostgreSQL
- Git
- GitHub
- Command Line
- Google Workspace
- Microsoft Office
- Creative Cloud
- Jira Software
- Scrum
- Slack
- Salesforce
- SEO Tools (Google Analytics, SEMrush, Yoast & more)
- Email Marketing Systems (Sendinblue, Mailchimp & more)

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> Employment

Webmaster & Digital Content Manager | MIAX
Princeton, NJ (Hybrid)
June 2023 – Present

- Manage MIAX websites, overseeing digital asset management, placement, and ensuring consistency of message and voice.
- Collaborate with website vendor to manage infrastructure and ensure seamless operation of the website.
- Optimize website content for enhanced accessibility and user experience, utilizing tools like Google Analytics for SEO analysis and improvement recommendations.
- Coordinate with Information Security to ensure website security and data protection measures.
- Collaborate with Marketing & Communications team to develop data-driven digital content strategies and monitor site performance for continuous improvement.

Creative Producer (Web Project Manager) | Submersive Media
New York, NY (Remote)
November 2022 – June 2023

- Managed cross-functional teams to deliver successful website projects, including website redesigns and content migrations.
- Led project planning and risk management efforts to ensure timely delivery and adherence to budget constraints.
- Utilized CMS platforms like WordPress and Drupal to create, modify, and maintain all website back-end functionality and content.
- Collaborated with the Marketing & Communications team to develop and implement data-driven digital content and asset management strategies.
- Analyzed website performance using tools like Google Analytics to improve SEO and user engagement.
- Marketing & Communication team.

Website Solutions Consultant | Side Inc.
San Francisco, CA (Remote)
December 2020 – October 2022

- Specialized in developing and optimizing websites for clients, collaborating with them to identify their website requirements and objectives.
- Used technical expertise in HTML, CSS, and JavaScript to develop and implement website designs that met their needs.
- Continually test and optimize the site for maximum ease of use for target audiences while maintaining messaging and branding.
- Partnered with Marketing Team and Business Manager to provide recommendations to improve SEO and client engagement.

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Integration Consultant | RichRelevance
San Francisco, CA (Remote)
October 2019 – December 2020

- Worked with clients to integrate their software systems and ensure seamless data flow across their organization.
- Led the design and development of integration solutions, collaborating closely with both technical and non-technical stakeholders.
- Conducted extensive testing and troubleshooting to ensure the solutions were robust and reliable.
- Monitor and analyze site performance in coordination with the Marketing & Communication team.

3D Product Owner | Gerber Technology (Avametric)
San Francisco, CA
January 2019 – October 2019

- Conducted thorough market research and competitive analysis to inform the development and launch of 3D products for clients across multiple industries.
- Led cross-functional teams of product designers, developers, and engineers to ensure successful product development and launch, fostering effective communication and collaboration.
- Oversaw the entire product development life-cycle, managing budgets, timelines, and resources to ensure timely and efficient delivery of high-quality products.
- Fostered a culture of innovation, continuously exploring new technologies and methods to improve product design and development processes, and implemented best practices for agile product management.

Production Studio Manager | Avametric
San Francisco, CA
January 2015 – January 2019

- Managed the day-to-day operations of a production studio, overseeing a team of artists, designers, and technicians.
- Provided guidance and mentorship to team members, fostering a collaborative and creative work environment.
- Worked closely with clients, managing client relationships and ensuring clients needs.

Graphic Designer | Chrisad
San Rafael, CA
April 2013 – January 2015

- Created visually stunning designs that effectively communicate clients' brand messaging and marketing goals.
- Utilized industry-standard design software including Adobe Creative Suite to create graphics, layouts, and designs for print and digital media.
- Collaborated with cross-functional teams including clients, project managers, and developers to ensure timely delivery of projects while maintaining design integrity.
- Designed and developed custom WordPress websites that meet clients' goals and user needs.
- Utilized UX/UI design principles to ensure intuitive navigation and optimal user experience on WordPress websites.