

# Roderick W. Santiago

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## Summary

Great balance of analytical, logical, creative and people skills. Ability to lead multiple internet-based focused projects. Ability to create and edit digital content. Good analytical and creative skills. Good organizational and communication skills to translate client business ideas into creative solutions.

## Professional Experience

**TechMedia Services**  
May 2003 – Present

### Full Stack Web Developer / Photographer

- Plan, design, and develop small to medium websites for various clients ranging from non-profits, architectural firms, software sales to entertainment, using ColdFusion, PHP, HTML, CSS, Javascript, jQuery and database (MySQL, Access or SQL Server).
- Have been maintaining client relationships for years and some for over a decade.
- Redesigned, created a custom management system and training registration for Microsoft Resources and helped maintain, upgrade their site for 12 years.
- Implemented SEO, analyze traffic and created marketing emails for clients which increased their traffic by 25%.
- Helped update Salesforce contacts.
- Took over Open House New York's website and fixed bugs on their site and program registration, and normalized their SQL database to improve speed and functionalities.
- Convert small static websites to WordPress.
- Use InDesign, Publisher, Fireworks, and Photoshop to design brochures, postcards, business card and other printed marketing materials.
- Update Facebook pages and setup Facebook Live streaming using OBS Studio.
- Edit and optimize videos for clients' YouTube channels.
- Created an online memorial website (<http://youmattered.com/> <http://pets.youmattered.com>) and sold a copy to a funeral home in Ohio.
- Take portrait, pets, events and product photography.

**CitySoft, Inc.**  
Mar 2000 - Apr  
2003

### Project Manager and Programming Lead

- Took over a problematic bank intranet in the middle of development as Project Manager and successfully launched the site and did maintenance work for two years.
- Took part in the development, redesign, and upgrades of about 16 websites.
- Coordinated initiatives for team-based projects.
- Created an HTML/UI Form for the Building Information System of the New York Department of Buildings as a subcontractor.
- Wrote website functional documents and style guides for the sales team.
- Attended sales presentations to client as a technical resource.
- Provided solutions for client's content management of their websites.
- Trained new staff on ColdFusion and SQL.
- Participated in building strong client relationships by ensuring client satisfaction.

**Universal Business  
& Media School**  
Aug 99 - Feb 2000

### Technical Support and Instructor

- Maintained and upgraded 50 computers networked and stand-alone.
- Taught ESL and Microsoft Office.

**Colorview CATV,  
Inc. / STV 6 Prime  
Cable Local News**  
Oct 96 -Apr 97

### Producer and Segment Host

- Wrote, produced and hosted a 10-minute segment about computer technology
- Used Adobe Premiere and PowerPoint to edit and integrate multimedia components.
- Created an opening and closing broadcast billboard and slide shows for local broadcast.

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| <b>Power Chip<br/>Computers and<br/>Services</b><br>Aug 92 – Oct 98 | <b>Managing Director / Proprietor</b> <ul style="list-style-type: none"><li>• Established and managed a successful computer shop doing desktop publishing, photocopying, computer sales and internet café for six years.</li><li>• Pioneered desktop publishing and graphics design in Olongapo City.</li><li>• Employed and managed a staff of six, a few interns and two store managers.</li><li>• Sold about 80 computers to a computer school.</li><li>• Contracted with US Naval Base in Subic to clean and maintain a computer lab.</li></ul> |
| <b>Systems<br/>Technology<br/>Institute</b><br>Jan 91- Jun 92       | <b>Head Project Coordinator / Clipper Database Programmer</b> <ul style="list-style-type: none"><li>• Promoted the computer training center using various marketing tools such as orientation seminars, promotional activities, radio and print ads.</li><li>• Enrolment increase by 25% while doing marketing campaigns.</li><li>• Wrote and designed a student grading system for instructors using Clipper 5.01.</li></ul>   |

## Education and Training

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| <b>BS Commerce Major in Management</b>   | San Beda College             |
| <b>Associate in Database Programming</b> | Systems Technology Institute |
| <b>Project Coordinator Training</b>      | Systems Technology Institute |