

# Roderick W. Santiago

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## Professional Summary

An experienced web developer with a great balance of analytical, logical, creative and people skills. Ability to lead multiple internet-based focused projects and create digital content. Good organizational and communication skills to translate client business ideas into creative solutions.

## Skills and Expertise

**Web Development:** HTML, ColdFusion, PHP, CSS, WordPress Development, JavaScript, jQuery, Bootstrap 4.0  
**Databases:** MySQL, SQL Server, Access, JSON, XML  
**Creative:** Fireworks, PhotoShop, Lightroom, InDesign, Photography and Video Editing  
**Software:** Microsoft Word, Excel, PowerPoint, Publisher, Visio, OBS Studio  
**Hardware:** PC Troubleshooting, Build custom PC, OS Installation, Virus Scanning, A/V setup

## Professional Experience

- | <b>Full Stack Web Developer</b>               | <b>TechMedia Services – New York, NY</b> | <b>May 2003 – Present</b>   |
|---|--|---|
|   |  | <ul style="list-style-type: none"><li>Plan, design, and develop small to large websites for various clients ranging from non-profits (Open House New York, Heritage of Pride, APA Div 52), Architectural firm (Daedalus Workshop), Financial (Pressprich), AEC software sales (Microsol Resources, Ideate Software), Educational (Music Together), using ColdFusion, PHP, HTML, CSS, JavaScript, WordPress, jQuery and databases: MySQL, Access or SQL Server.</li><li>Design a custom WordPress website for Kristi Fuhrman, celebrity makeup artist for The Voice, VMA, etc.</li><li>Redesign, created a custom management system and training registration for Microsol Resources and helped maintain, upgrade their site for 12 years.</li><li>Took over Open House New York's newly redesigned website fixed registration bugs, normalized the SQL database, improve UI registration of their sites and re-launched their site.</li><li>Create a WordPress website and help migrate content of an award-winning architect Richard Lucas</li><li>Implement SEO, analyze traffic and create marketing emails which increased their traffic by 25%.</li><li>Did data entry, update and merge Salesforce contacts.</li><li>Create custom WordPress websites and help strategize with their content and social media to establish a strong online presence.</li><li>Use InDesign, Publisher, Fireworks, and Photoshop to design brochures, postcards, business card and other printed marketing materials.</li><li>Have been maintaining client relationships for years and some for over a decade.</li><li>Update Facebook pages and setup Facebook Live streaming using OBS Studio.</li><li>Edit and optimize videos for clients' YouTube channels.</li><li>Build complex databases and web reports for clients 'backend</li><li>Created an online memorial website (<a href="http://youmattered.com/">http://youmattered.com/</a> <a href="http://pets.youmattered.com/">http://pets.youmattered.com</a>) and sold copies to funeral homes.</li></ul> |
| <b>Project Manager and Lead Web Developer</b> | <b>CitySoft, Inc – New York, NY</b>      | <b>Mar 2000 – Apr 2003</b>  |
|   |  | <ul style="list-style-type: none"><li>Was assigned as Project Manager and Tech Lead to fix development problems of Shorebank's intranet and then successfully launched it. Maintained and upgraded the intranet according to clients needs for two years.</li><li>Created an HTML/UI Form for the Building Information System of the New York Department of Buildings as a subcontractor.</li><li>Took part in the development, redesign, and upgrades of about 16 websites.</li></ul>  |

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- Coordinated initiatives for team-based projects.
- 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.

## **Technical Support and Instructor      Universal Business School– New York, NY      Aug 1999 – Feb 2000**

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

## Other Work Experience

### **Managing Director/Proprietor                      Power Chip – Olongapo City, Philippines**

Successfully established and managed a one-person computer shop to an employee of eight and internship programs. The shop pioneered desktop publishing and did computer sales, photocopying, and internet café for six years. Contracted with US Naval Base in Subic to clean and maintain a computer lab.

### **Head Project Coordinator                      Systems Technology Institute – Olongapo City, Philippines**

Promoted the computer training center using various traditional marketing tools such as orientation seminars, promotional activities, radio and print ads. Enrollment increased by 30% while doing marketing campaigns

## Education and Training

<b>Associate in Database Programming</b>	Systems Technology Institute
<b>2<sup>nd</sup> Year BS Commerce Major in Management</b>	San Beda College
<b>1<sup>st</sup> Year Communication Arts</b>	Ateneo De Manila University
<b>Project Coordinator Training</b>	Systems Technology Institute