Roderick W. Santiago

(646) 597-9123 ● rod@techmedia.biz ● http://roderick.techmedia.biz

Summary 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

Freelance Full Stack Web Developer / Photographer
- Single-handedly plan, design, and develop small to medium websites for various clients ranging from non-profits, architectural firms, software sales to entertainment.
- Use ColdFusion, MySQL or Access to code custom content management systems.
- Create, edit digital content: text, banners, images and videos.
- Update the content and upgrade/change site functionalities.
- Help implement SEO improvements to drive more traffic to websites.
- Setup WordPress sites for clients.
- Design brochures, post cards, business card and other marketing materials.
- Update Facebook pages and setup Facebook Live streaming using OBS Studio
- Update YouTube channels for clients
- Created an online memorial website from (http://youmattered.com/ / http://pets.youmattered.com)
- Take portrait, pets, events and product photography.
- Have been maintaining client relationships for years and some for over a decade.

CitySoft, Inc.
Mar 2000 - Apr 2003

Project Manager and Programming Lead
- Coordinated initiatives for team based projects.
- Wrote website functional documents and style guides.
- 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 70 computers networked and stand-alone.
- Taught part-time ESL, HTML, MS PowerPoint, MS Word, MS Office.

Power Chip Computers and Services
Aug 92 – Oct 98

Managing Director / Proprietor
- Established and managed a computer shop doing desktop publishing, copy center, computer sales and internet cafe.
- Employed and managed a staff of six, a few interns and two store managers.
- Graphics design, computer sales and repair.

Systems Technology Institute
Jan. 91-Mar. 91

Head Project Coordinator / Clipper Database Programmer
- Promoted the computer training center using various marketing tools such as: orientation seminars, promotional activities, radio and print ads.
- Wrote and designed a student grading system for instructors using Clipper 5.01.

Education

Associate in Database Programming	**1991**	**Systems Technology Institute**
BS Commerce Major in Management	**1989**	**San Beda College**
Project Coordinator Training	**1992**	**Systems Technology Institute**