

héctorquiñones

Every site has a story to tell – It's just a matter of how you tell it

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W i n t e r P a r k , F L , 3 2 7 8 9

SUMMARY OF PROFESSIONAL EXPERIENCE

- ✧ Web design, development and maintenance.
- ✧ CD-ROM assembly using Macromedia Flash and Macromedia Director
- ✧ Web site search engine optimization (SEO).
- ✧ Built simple and complex forms with PHP and ASP.
- ✧ Configured shopping carts in both PHP and ASP.
- ✧ Designed and developed a scheduling management system for Barry University.
- ✧ Managed the development of an apartment rental application.
- ✧ Trained colleagues in XHTML and CSS.
- ✧ Content Management System (CMS) selection, implementation, and training.
- ✧ Developed, managed and maintained email marketing and e-newsletter campaigns.
- ✧ Developed, managed and maintained Podcast and RSS feed campaigns.
- ✧ Video editing and multimedia experience.

PROFESSIONAL EXPERIENCE

Florida Association of Realtors - Orlando, FL 2006 - present

Senior Web Designer 2006 - present

- ✧ Develop, administer, and implement content strategies for the Association web sites and microsites.
 - <http://www.floridarealtors.org>
 - <http://buynow.floridarealtors.org>
 - <http://media.living.net>
- ✧ Ensure that all online content is appealing, targeted, user-centric and furthers the interest of the Association's content and branding strategies.
- ✧ Work with other departments to define, implement and manage efficient content workflow procedures.
- ✧ Monitor site for effectiveness, efficiencies, quality of presentation and ease of use.
- ✧ Direct the work of the Web Team to ensure that all online content is consistent with the Associations goals and branding strategies.
- ✧ Maintain and support e-mail newsletter and marketing efforts.
- ✧ Maintain and support the Associations Content Management System
- ✧ Oversee the collection of statistics for the Associations web sites and e-mail marketing efforts.
- ✧ Assume other responsibilities as assigned by the Vice President of Communication and Director of Communications & Public Affairs.

Barry University - Miami, FL 2002 - 2005

Assistant Director of Information Technology 2003 – 2005

- ✧ Develop, administer, and support the Barry University School of Adult and Continuing Education's (ACE) Administrative and Academic Web pages
 - <http://www.barry.edu/ace>
 - <http://bucwis.barry.edu/vpaa-ace>
 - <http://student.barry.edu> for ACE students
 - <http://acefaculty.barry.edu>

- <http://acesyllabi.barry.edu>

- ✿ Work with other technology departments to ensure the daily operation of computing systems are maintained.
- ✿ Maintain and support web applications to manage the ACE class schedule
- ✿ Direct the work of the Web Information Specialists to ensure the proper updating of the ACE websites (was promoted from the position of Web Information Specialist)
- ✿ Coordinate the scheduling and delivery of academic web training for faculty and staff

Web Information Specialist 2002 - 2003

- ✿ The information specialist works closely with the director to maintain and update all ACE web pages. This position is also responsible for producing the ACE academic schedule of classes and assists with the use of administrative and electronic data in marketing.
- ✿ Responsible for facilitating the course scheduling each term.
- ✿ Responsible for the download and massaging of data into the printed term schedule, currently produced using Microsoft Word.
- ✿ Responsible for saving the schedule in a Web format and posting it to the ACE web site.
- ✿ Responsible for maintaining and updating all ACE web pages
 - <http://www.barry.edu/ace>
 - <http://bucwis.barry.edu/vpaa-ace>
 - <http://student.barry.edu> for ACE students
 - <http://acefaculty.barry.edu>
 - <http://acesyllabi.barry.edu>
- ✿ Responsible for entering all web e-mail based inquiries into the administrative information systems.
- ✿ Worked closely with the marketing team in support of using the administrative information system for prospect tracking.
- ✿ Assumed other responsibilities as assigned by the Director and Assistant Dean.

Campus USA Credit Union - Gainesville, FL 2000 – 2001

Marketing Assistant

- ✿ Updated and continued direct mail campaigns, and conducted market research.

EDUCATION & SKILLS/CERTIFICATIONS

Certified Dreamweaver MX 2004 Developer - Fall 2004 - Certifies my abilities to understand website design strategies and requirements, develop, implement, test, deploy solutions, and maintain websites with Macromedia Dreamweaver MX 2004.

A.S. - Digital Media 2002 - Full Sail Real World Education, Winter Park, FL

B.S. - Advertising 2000 - University of Florida, Gainesville, FL

The College of Journalism and Communications

2D Graphics

- ✿ Photoshop
- ✿ Illustrator
- ✿ Fireworks
- ✿ FreeHand

Databases

- ✿ SQL
- ✿ Access
- ✿ MySQL

Video and Sound

- ✿ Final Cut Pro Studio
- ✿ Cleaner

Authoring

- ✿ Dreamweaver (Certified)
- ✿ FrontPage
- ✿ Flash
- ✿ RoboDemo
- ✿ Director
- ✿ Authorware

Languages

- ✿ Action script for Flash
- ✿ PHP
- ✿ ASP
- ✿ JavaScript
- ✿ HTML, XHTML
- ✿ XML

Servers

- ✿ Apache
- ✿ ColdFusion
- ✿ Internet Information Services(IIS)

LATEST PROJECTS SUMMARY

Great Time to Buy Florida (<http://buynow.floridarealtors.org>)

We created the Great Time to Buy Florida website to motivate Realtors. The design, colors, content and multimedia presentations needed to be upbeat yet professional.

Client: Florida Association of Realtors

Specs: Built with XHTML, XML, Flash, ASP

Special Features: Voices of Florida Real Estate multimedia presentation with sound bytes from veteran realtors.

Floridarealtors.org (www.floridarealtors.org) – Award winning web site for FAR

The Florida Associations of Realtors Web site was completely overhauled. We:

- ✿ Improved the overall look and feel of the site,
- ✿ Provided easier access to business tools,
- ✿ Upgraded our search capability,

- ✿ Enhanced our online instructions and support,
- ✿ Created password-protected areas,
- ✿ Revamped our navigation schema,
- ✿ Increased the visibility of member meetings, events, news and content.

Client: Florida Association of Realtors (Collaborative effort between FAR, Resource Interactive, and PaperThin)

Specs: Built with XHTML, XML, Flash, Cold fusion, and PaperThin's CommonSpot CMS

Special Features: Audio, video, interactive presentations, Webinars, podcasts and RSS feeds.

Florida Realtor Headlines Podcast (<http://feeds.floridarealtors.org/HeadlinesPodcast.html>)

We built this podcatcher using flash giving visitors a way to preview and subscribe to the Headlines Podcast. This application parses the same feed that iTunes and other Podcatchers read to download episodes.

Client: Florida Association of Realtors

Specs: Flash and XML

Vista Park Resort (<http://vistaparkorlando.com>)

Vista Park - a quiet, secluded, luxurious vacation retreat in Orlando - needs a site that offers virtual tours of their community, various model homes, and customs homes. The site must illustrate exclusivity and luxury.

Client: Visual Flux

Specs: XHTML, Flash, ASP and CSS

Special Features: Animated headings, video playback, animated tours, contact forms, and image viewers

Catalina Furniture (<http://catalinafurniture.com>)

Catalina furniture - a British American company in Orlando - needs a site that would illustrate their 30 years of experience in comprehensive and cost effective furnishing solutions. The site must showcase their packages, themes, services, and custom designs.

Client: Visual Flux

Specs: XHTML, Flash and CSS

Special Features: Animated headings, video playback, animated tours, contact forms, and image viewers