

OTTO R. GONZALEZ Jr.

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Portfolio: <http://ottogonzalezweb.com>

Digital Content Specialist / UX Strategist / Web Designer

A creative professional with over 20 years of experience in digital content management, visual design, web analytics, UX/UI design and search engine optimization. Creates purposeful content, functional user-centered interfaces, and visually engaging works with a high level of attention to detail.

PROFESSIONAL EXPERIENCE

MOVÉO, Chicago, IL (short-term contract)

2018-present

A marketing agency committed to helping its clients measurably improve business performance.

Web Content/QA Manager

- Edits, maintains and updates websites via WordPress and Crown Peak CMS.
- QA Testing and creation of test scenarios.
- Assist with designs via Adobe Photoshop.

HYATT CORPORATION, Chicago, IL (short-term contract)

2018

An American multinational hospitality company that manages and franchises hotels, resorts, and vacation properties.

Web Content Manager, content migration project

- Migrated content of over 500 hotel locations from Adobe CQ6 to Adobe Experience Manager content management systems, including realigning to new design and information architecture.

PANDUIT, Tinley Park, IL (short-term contract)

2018

A world leader in creating the physical, electrical, and network infrastructure for companies across various industries.

Digital Content Specialist, PanduitONE Partner Program

- Coordinated with program managers to develop and edit content and digital media resources for the web.
- Designed collateral for PanduitONE program, including digital and print using Adobe Creative Suite.
- Content management systems included Relayware and Sharepoint.

HU-FRIEDY, Chicago, IL (short-term contract)

2018

A world leader in dental instrument manufacturing, with over 10,000 product solutions sold in over 100 countries.

Web Content Specialist, Marketing Communications

- Coordinated with developer and content contributors to manage website, blog site, webinars, master control documents and other digital media resources, including Drupal and Sharepoint content.
- Assisted with product launches, including editing product pages, eBook campaigns, and custom landing pages.
- Coordinated with developer to migrate content from Drupal 7 to Drupal 8 and troubleshoot related issues.

PRESENCE HEALTH, Chicago, IL

2014 – 2017

The largest Catholic health system based in Illinois, with more than 150 locations, including 12 hospitals.

Digital Media Coordinator/Web Analytics Specialist, Web Marketing

Worked on web development, user experience design, content management, social media management, web analytics, online reputation management, and online directory management.

- Worked on front-end design of company website, development of mobile web solutions, implementation and editing of digital content. Content Management systems included Convert on Demand, Medseek, WordPress and Sharepoint.
- Led development of user experience design improvements. Projects included: physician directory redesign; hospital landing page redesign; bariatrics redesign; PPC campaign landing page designs
- Worked with marketing managers to create content that projects a single voice and style for multiple locations serving many communities
- Managed and developed online reputation management systems and strategies and updated online directories
- Aligned system search engine optimization (SEO) strategy with search engine marketing activities to optimize results for both organic and paid search using MOZ, Google Search Console, Analytics and SiteImprove.

EXELON /ComEd, Oak Brook, IL (contract)

2013 – 2014

An electric power company servicing 3.8 million customers across northern Illinois.

Social Media / Web Business Analyst, Commonwealth Edison - eChannels

- Worked with project leads and other business units to craft strategy and content for public-facing web. Projects included: web authentication project; customer experience enhancement project; and property manager portal.
- Managed content using Microsoft Office Sharepoint Services (MOSS)
- Developed and managed campaigns for social media channels including: Power Pursuit Fridays; Sunsational Sweepstakes; and Coolest Summer Ever.

CHICAGO OFFICE OF TOURISM AND CULTURE, Chicago, IL

2011 – 2012

A nonprofit organization dedicated to promoting Chicago as a premier leisure and cultural tourism destination, including managing the city’s award-winning official tourism website ExploreChicago.org.

Web Author, Marketing

Responsible for the layout, visual appearance, usability, maintenance and development of City of Chicago, Department of Cultural Affairs and Special Events (DCASE) and Chicago Office of Tourism and Culture (COTC) websites.

- Developed content, design, information architecture for new and existing websites using Communique/CQ
- Designed and managed email marketing campaigns and managed audio/video resources, podcasts, and other multimedia

CITY OF CHICAGO, DEPARTMENT OF CULTURAL AFFAIRS, Chicago, IL

1995 – 2010

A department of city government, dedicated to enriching Chicago's artistic vitality and cultural vibrancy.

Web Author/Graphic Artist III, Communications

Responsible for the design, development and maintenance of City of Chicago, Department of Cultural Affairs websites and graphic design services. Websites included CityofChicago.org, ExploreChicago.org, MillenniumPark.org, and others.

- Managed web staff, including assigning duties, scheduling, timesheets and annual reviews.
- Collaborated with IT business unit on web related projects, including the launch of ExploreChicago.org tourism website; led business development and oversight of web policies and procedures.
- Content management systems included Broadvision, Communique/CQ, Drupal and WordPress.

EDUCATION

Bachelor of Arts, DePaul University, Chicago, IL

TECHNICAL SKILLS

Content Management:

- Adobe Experience Manager
- CQ / Communiq 
- Convert on Demand / MedSeek
- Microsoft SharePoint Services (MOSS)
- Drupal
- WordPress

Web:

- HTML 5 / CSS 3
- Javascript/Jquery
- Dreamweaver

WebTools:

- Google Analytics, Tag Manager, AdWords, Search Console
- SiteImprov

Design:

- Creative Suite: including Photoshop, Illustrator, InDesign
- QuarkXpress
- Justinmind Prototyper
- Balsamiq

Email Marketing:

- Persuade
- Constant Contact
- Emma

Other:

- Microsoft Office Suite: Word, Excel, PowerPoint
- Final Cut Pro

AWARDS

- 2017 Best Doctor Directory – Silver, Best Internet Home Page – Gold, Best Healthcare Content – Silver for PresenceHealth.org, Mark Gothberg eHealthcare Leadership Award
- 2012 Silver Trumpet Award for WorldMusicFestivalChicago.org, FashionFocusChicago.org, Publicity Club of Chicago
- 2009 #1 Destination Website for ExploreChicago.org, North American Travel Journalists
- 2004 Best of the Web Award for CityofChicago.org, Center for Digital Government