

OTTO R. GONZALEZ Jr.

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Portfolio: <http://ottogonzalezweb.com>

A creative professional with over 25 years of experience in digital content management, digital marketing, visual design, web analytics, UX 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

INX INTERNATIONAL INC. Schaumburg, IL

Jan 2020 - present

A global manufacturer of high-performance printing inks and coatings for commercial, packaging, and digital print applications

Web Developer & Digital Marketing Associate

- Develop, maintains and updates website via Drupal
- Lead User and customer experience training and strategy
- Manage Web analytics and research, SEO
- Marketing automation design and email campaigns support via Eloqua

THE ACORN Three Oaks, MI

July 2019 - present

A nonprofit organization/theater showcasing a broad range of educational programming and arts entertainment

Digital Marketing Support

- Maintains and updates websites via WordPress
- Creates and deploys email campaigns via MailChimp

TRIBUNE PUBLISHING Chicago, IL (contract)

Oct 2019 – April 2020

The third largest print and online media publishing company in the nation

Marketing Operations Specialist

- Deploys digital assets across all web properties/markets to support monthly sales campaigns
- QA test marketing emails using Harmony and Litmus

AMERICAN HOSPITAL ASSOCIATION, Chicago, IL (contract)

March – Oct 2019

The national organization that represents and serves all types of hospitals, health care networks, and their patients

Digital Content Specialist

- Coordinates with content contributors to manage front-end website designs and content for AHA/ASHE.
- Create designs utilizing HTML/CSS and Bootstrap framework within Drupal CMS

MOVÉO, Chicago, IL (short-term contract)

Oct 2018 - March 2019

A demand generation 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 web and email designs via Adobe Creative Suite/ Photoshop.

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

July - Sept 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)

April - July 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.

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

Jan – April 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.
- Coordinated with developer to migrate content from Drupal 7 to Drupal 8 and troubleshoot related issues.

PRESENCE HEALTH, Chicago, IL

Sept 2014 – Oct 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 front-end design and implementation/editing of digital content via CMS including ConvertOnDemand/ CrownPeak, Medseek, WordPress and Sharepoint, utilizing HTML/CSS, Bootstrap and JQuery Mobile.
- Led development of user experience design improvements: Physician directory redesign; hospital landing page redesign; bariatrics redesign; PPC campaign landing page designs
- Managed and developed online reputation management systems and strategies and updated online directories
- Managed SEO, Web Analytics and overall site performance

EXELON /ComEd, Oak Brook, IL (contract)

March 2013 – Aug 2014

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

Social Media / Web Business Analyst, Commonwealth Edison - eChannels

- Managed ComEd websites via Microsoft Office Sharepoint Services (MOSS) CMS
- 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.
- Developed and managed campaigns for social media channels.

CHICAGO OFFICE OF TOURISM AND CULTURE, Chicago, IL

January 2011 – July 2012

A nonprofit organization dedicated to promoting Chicago as a premier leisure and cultural tourism destination.

Web Author, Marketing

- Managed City of Chicago, Department of Cultural Affairs and Special Events (DCASE) and Chicago Office of Tourism and Culture (COTC) websites, newsletters and blog.

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

April 1995 – December 2010

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

DCA Webmaster/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 City of Chicago, Department of Cultural Affairs websites, newsletters and social media.
- 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

DePaul University, School of New Learning – Liberal Arts

TECHNICAL SKILLS

Web:

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

Content Management:

- Drupal
- P2P
- Microsoft SharePoint Services (MOSS)
- Convert on Demand / MedSeek
- WordPress
- Adobe Experience Manager/CQ

WebTools:

- Google Analytics, Tag Manager, AdWords, Search Console, MOZ, SEMRush, Conductor,

Design:

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

Email Marketing:

- Eloqua
- MailChimp
- Constant Contact
- Litmus

Other:

- Microsoft Office Suite: Word, Excel, PowerPoint
- Teams, JIRA, Slack, Asana, Confluence