

# DANIEL S. ALVES

[dsa@alvesdesign.com](mailto:dsa@alvesdesign.com) | <http://www.alvesdesign.com> | <http://twitter.com/webdanalves>

51 Rockefeller Ave.  
West Haven, CT 06516  
508-269-3035

---

---

## CREATIVE INTERACTIVE STRATEGY & TECHNOLOGY PROFESSIONAL

More than 10 years experience in the creative design, development and launch of high-quality interactive properties. Strategic thinker with the ability to independently plan, organize and manage large-scale, strategic interactive projects.

Expertise includes:

Strategic Change Management	Business Process Analysis
Interactive Communications and Usability Design	Project Management
Content Management	Interactive Production
HTML, CSS, JS, XML/XSLT, PHP	Interactive Marketing and Branding

---

---

## PROFESSIONAL EXPERIENCE

### Web Manager

10/2009 to Present

#### UNIVERSITY OF BRIDGEPORT

Bridgeport, CT

<http://www.brideport.edu> | <http://www.knightlines.org> | <http://ubbreakthroughs.org>

Highly visible leadership position directing the design, development and implementation of all interactive properties for this growing higher education institution.

- Successfully lead simultaneous redesign of both internal and external web presences in a short timeframe (8 months)
  - Launched external website redesign and CMS implementation on [bridgeport.edu](http://bridgeport.edu)
  - Launched *myUB* internal Microsoft SharePoint portal implementation
- Created a comprehensive Digital Strategy for the University tied to high-level institutional goals
  - Includes strategic direction for mobile, social, and web channels
- Built trusting relationships and supported constituents at all levels to gain buy-in
- Lead all web business, technical and design decisions
- Implemented Content Management Guidelines and processes, created Web Working Group to field institutional web issues, and trained departments on CMS
- Improved cooperation and collaboration on digital marketing efforts
- Coordinated with 15+ university academic schools and 30+ administrative departments to improve content quality, quantity and streamlined publishing processes
- Initiated, designed, and launched new mobile-friendly Alumni Magazine online
- Lead social media and SEO/SEM efforts to drive qualified traffic to site

## **Web Producer**

9/2005 to 10/2009

### **STONEHILL COLLEGE**

Easton, MA

<http://www.stonehill.edu>

Advanced Stonehill's web presence from a FrontPage-managed site, to a modern, XML-based mid-market content management system. Transitioned the college from an organization-centered to a user-centered design and culture.

- Directed 18-month strategic redesign and CMS implementation on stonehill.edu
- Managed and coordinated web vendors and IT, drove strategic discovery and design process internally
- Implemented and administered enterprise CMS
- Built revenue and mission based strategic web metrics campaigns to track success of new site and identify areas of improvement
- Executed social networking campaigns and increased qualified traffic to the site
- Oversaw SEO/SEM campaigns for key academic programs

## **Assistant Director of Communications for Electronic Media**

4/2005 to 9/2005

Championed redesign of Stonehill.edu, gained top-level buy-in for capital investment in the website.

- Developed creative solutions to enhance Stonehill's overall web presence
- Built and managed strategic relationships with vendors and key internal constituents

## **Website Coordinator**

8/2001 to 4/2005

### **THE TOWN OF DOVER, MA**

Dover, MA

<http://www.doverma.org>

Founded, built and managed town website, doverma.org. Created internal IT capability for the town.

- Created, designed, and managed all web content
- Streamlined administrative processes and created access to online government capabilities
- Collaborated with town officials and Selectmen to gather requirements and build and maintain website
- Directed town IT operations
  - Planned, purchased, and installed all hardware and software
  - Upgraded Town Hall to high-speed LAN, saving tax dollars and increasing productivity for the town
  - Set up standardized town e-mail system and centralized web hosting

---

## **EDUCATION**

**Merrimack College**, North Andover, MA

**BFA** – Digital Media – 2003

Minor in Business Administration

3.8 GPA