

Daniel Alves

Personal info

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Profile

Web technology builder and leader. Experience leading large scale, higher education content management, and web redesign initiatives.

Work experience

Senior Project Manager Bluesky ETO

📅 11/2013 – present 📍 STRATFORD, CT

Managed the technical team resources throughout all stages of solution development. Worked closely with clients and account director to create the technical solution objectives, design features, timelines, implementation strategy, and assignment of resources.

- Created and managed the development of a new high volume direct mail automation platform
 - Automated jobs generated largest new revenue stream for the company
- Led the development of custom ecommerce sites
- Rolled out new on-boarding and discovery process to streamline new client experience
- Analyzed business processes, translate to actionable feature builds within the client platform
- Built trusted relationships with valued clients from pre-sales, sales, build, launch, and support phases

Web Manager University of Bridgeport

📅 10/2009 – 11/2013 📍 BRIDGEPORT, CT

Led and successfully launched higher education website redesign. Managed CMS implementation of bridgeport.edu, and myUB internal portal.

- Managed vendors, technology and relationships critical to success of project
- Implemented, administered, and developed content management processes and solutions
- Re-architected and edited over 1000+ pages of content
- Coordinated and trained 70+ departments to improve content quality, quantity, and brand compliance
- Initiated change throughout the university working with all levels of leadership

Web Producer Stonehill College

📅 09/2005 – 10/2009 📍 EASTON, MA

Led a campus-wide content creation and web redesign project. Transformed Stonehill's web presence from a FrontPage-managed site, to a modern, XML-based mid-market content management system. Transitioned the college culture from an organization-first to a audience-first culture when thinking about web content.

- Directed strategic redesign and rebrand of stonehill.edu
- Implemented new CMS to help content management on new site
- Led successful redesign for new university Athletic site
- Executed usability testing sessions
- Built strategic web metrics campaigns to track the success of web initiatives 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 Stonehill College

📅 04/2005 – 09/2005 📍 EASTON, MA

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

Work experience

- Built and managed strategic relationships with vendors and key internal constituents to improve content

Website Coordinator Town of Dover, MA

📅 08/2001 – 04/2005 📍 DOVER, MA

Founded, built and managed town website, doverma.org. Managed town IT services and network.

Education

BA, Digital Media Merrimack College

📅 09/1999 – 05/2003

Minor in Business Administration

Skills

📍 INTERPERSONAL SKILLS

Analytical Skills

Detail Oriented

Team Building

📍 PROJECT MANAGEMENT

Strategic Change Management

Business Process Design

Marketing Technology/CRM

📍 MARKETING

Marketing Strategy

SEO

Social Media

📍 COMPUTER/DATA ANALYTICS SKILLS

HTML, CSS, JS, XML/XSLT, PHP

MySQL, SQL

Adobe Suite