

Career Summary

Web developer with over eight years of experience in designing, developing, and managing information technology based web applications. Solid background in web and client/server technologies covering all phases of project development including business analysis, design, user interface, testing, debugging, and deployment. Has been both a team leader and a team member, and knows what it takes to get things done.

Areas of Expertise

Responsive Web Design	E-Commerce	Web Server Configuration	User Interfaces
Front-End Programming	WordPress	CSS3 & HTML5	Bootstrap
Online Marketing	SEO	Email Marketing	Graphic Design

Technical Skills

Languages: HTML5, CSS3, JavaScript, PHP, Less, Bootstrap, AJAX, jQuery, Flex, XML Schema, SQL.

CMS: WordPress, Moodle, Drupal, Joomla.

Platforms: Unix (Linux, BSD, CentOS, Ubuntu, Fedora, Red Hat), Windows, OS X.

Tools: Photoshop, Illustrator, InDesign, CPanel, WHM, Amazon Web Services.

Experience

Jumpweb | WordPress Designer & Developer | Miami, FL 11/2015 – Present

- Responsible for the design and development of large quantity of WordPress website projects from start to completion.
- Produce and convert Photoshop designs into fully functional responsive WordPress websites and develop and customize elements on new and existing WordPress websites.
- Work with the SEO team to implement website conversion design strategies and optimize websites.
- Development of custom plugins: <https://profiles.wordpress.org/mcostales84#content-plugins>
- Design landing pages for SEM/Social Media campaigns to promote products or services
- Design email-marketing campaigns using Active Campaign, MailChimp, Constant Contact and Get Response. Perform A/B Split testing on campaigns to improve conversion.
- Integrate persuasive 'call-to-actions' in online advertisements and promotions.
- Track and analyze direct and interactive marketing campaigns. Use statistical analysis and reports to create campaigns.
- Extremely organized in communicating with internal Project Managers, following detailed instructions, and working within project management tools, effectively and efficiently.

Dade Medical College | Web Developer | Miami, FL **09/2012 – 10/2015**

- Web developer from wireframing to deployment of responsive websites for DMC (dademedical.edu), University of Southernmost Florida (usmf.edu), and Better Florida Foundation (betterflorida.org).
- Saved the school over \$60k annually from third party services by implementing an in-house Moodle platform to offer online courses. Platform was integrated with BigBlueButton to allow desktop sharing, whiteboard, record and playback, presentation, webcam, and VoIP.
- Worked in collaboration with Sparkroom (leader in marketing and SEO) to devise strategies based on specific keywords and to structure web designs to attract the right audience and increase conversion.
- Developed exam system with a question bank of over 5000 questions to evaluate and prepare students to take NCLEX exams.
- Managed email campaign systems and designed email campaign layouts and landing pages.
- Lowered tuition late payments by 20% with an online tuition payment platform. Also developed booking system to reserve and pay for school events.

ETECSA | Web Developer | Havana, Cuba **01/2009 – 07/2012**

- Developed Continued Education Center website.
- Developed web application (SAGEC) inspired by SAP that allowed to keep track of employee's personal development, offer trainings and courses, keep scores, in order to meet top knowledge base and skills for their current employment position.
- Chair of the Computer Science Department at the national level and recognized for the development of the 1st National employee Training Courses Catalog.
- Developed video tutorials for end-users.
- Assisted on company-wide migration to open source software (Linux), taught Linux courses to train staff and smooth the transition.

WordPress Portfolio

Ceviche Town:	Design & development, online order & table reservation (www.cevichetown.com)
Mr Glass Manufacturing:	Design & development, email marketing (www.mrglasswindows.com)
Global Village Preschool:	Design & development, email marketing (www.globalvillagepreschool.com)
Latin Beauty Academy	Design & development and maintenance (www.latinbeautyacademy.edu)
Pacific Hurricane Shutters	Design & development (www.pacifichurricanes shutters.com)

For Full Portfolio Visit: mannycostales.com

Education**BS in Computer Science****2008**

Ciudad Universitaria José Antonio Echeverría (CUJAE), Havana, Cuba
GPA: 5 out of 5