



2004 Sony Electronics Puerto Rico, Inc. Guaynabo, PR  
*Webmaster – www.sonypr.com*

- Created interactive web content including Flash animations, registration forms and surveys.
- Maintained online distributor, service center and installation directory.
- Monitored and reported web traffic and verified how offline events may have affected traffic.
- Created promotional activities for online users such as photo contests and sweepstakes.
- Created monthly E-magazine. Produced articles, chose a product of the month and created content for it in order to promote Sony's products and events.
- Monitored daily response rate and created reports after the E-magazine was sent.
- Came up with creative solutions to promote online user registration.
- Utilize preferences to segment registered user database and send more focused campaigns.
- General user database maintenance, including possible data entry errors.

1999–Present Mango Media, LLC. San Juan, PR  
*Freelance Web Developer and Project Manager*

- Develop web applications, including shopping carts, search engines and Flash animations.
- Manage and maintain commercial and corporate websites like: [www.puertoricomusicstore.com](http://www.puertoricomusicstore.com).
- Collaborated on a freelance basis for the Government of Puerto Rico: [www.asr.gobierno.pr](http://www.asr.gobierno.pr).
- Managed website development project for the Employee Wellness Program for Stanford University, California.
- Work on web pages from concept to completion, gaining invaluable experience in project managing, time distribution, and customer service.

## EDUCATION

---

1999–2004 Universidad Interamericana de PR Bayamon, PR  
College credits completed towards a Computer Science Bachelors degree with a mayor in Information Technology.

## PROFILE

---

Highly skilled as a Coldfusion, PHP, and Javascript developer.

Experience with high traffic websites and project management with companies as Sony Electronics and the Puerto Rican Government.

Knowledge and experience with many software applications including:

- Adobe Creative Suites (Dreamweaver, Flash, Fireworks, Photoshop, Air, ImageReady, Premier)
- Microsoft Office (Word, Excel, PowerPoint, Visio, Project, Publisher, OneNote, Access, and InfoPath)

- Integrated development environment software (CODA, Eclipse)
- Version control (SVN).
- CMS: Wordpress, Drupal, Joomla, and Mambo
- Ecommerce: Magento, ZenCart, OSCommerce

## LANGUAGES

---

- Native Spanish
- Native English

## LINKS - PAST/PRESENT WORK

---

- [www.gisellehernandez.com](http://www.gisellehernandez.com)
- [www.fullsail.com](http://www.fullsail.com)
- [www.sonypr.com](http://www.sonypr.com)
- [www.prmusicstore.com](http://www.prmusicstore.com)
- [www.asr.gobierno.pr](http://www.asr.gobierno.pr)
- [www.auriclesound.com](http://www.auriclesound.com)
- [www.duffordbrown.com](http://www.duffordbrown.com)
- [www.smallbusinessdenver.com](http://www.smallbusinessdenver.com)