

César Omar Sánchez

Graphic Designer/Web Content Developer/Video Editor

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Skills

Front and Back End Web Designer Developer in HTML, HTML 5, CSS 3, Bootstrap, WCAG, JavaScript, Git Hub, Git Bash, Linux/Unix Bash, and SEO Data Analysis. Beginner level in Python, Python Programming Masterclass Certification

Experience

Kessler Foundation 120 Eagle Rock Ave., East Hanover, N.J. (Feb 2021 – Mar 2024)

Web Content Developer

- Updating modules on the Drupal site using Composer command shell
- Working closely with Communication, Development, and IT team staff on site performance and content updates on the website for custom layout designs
- Creating monthly SEO Google Analytics and Search Console reports
- SEO implementation strategy; creating Excel spreadsheet of keywords and alt-texts to use throughout web pages from all different departments
- Troubleshooting website for bugs such as non-functionality forms, iframes, responsive issues on both desktop and mobile, and accessibility
- Creating Drupal content-type templates using HTML.Twigs files for press releases, landing pages
- Scanning the entire website for Accessibility to meet ADA compliance

BetterMe – VIATAL Corp 2160 North Central Rd., Fort Lee, N.J. (July 2018 – October 2019)

eCommerce Front Web Developer/Graphic Designer/Production Artist

- Designing and Developing Responsive Email Newsletter layouts for E-comm Marketing Campaign using Bootstrap and CSS methods
- Developing concepts, graphics, and layouts for product illustrations, company logos, and websites
- Maintaining absolute accuracy and attention to detail throughout the creative and production process
- Creating eComm email and web content using Photoshop or other digital media
- Handling multiple priorities and meeting deadlines in a fast-paced environment

CAPEZIO – BALLET MAKERS 1 Campus Rd., Totowa, N.J. (April 2017 – April 2018)

eCommerce Front Web Developer/Graphic Designer

- Developing and maintaining micro-sites on WordPress and Magento CMS platform; hand-coding HTML5, CSS, PHP, JavaScript, jQuery
- Designing and Developing Responsive Email Newsletter layouts for eComm Marketing Campaign
- Translating complex design layouts into clear, customer-friendly experiences
- Maintaining absolute accuracy and attention to detail throughout the creative and production process
- Creating eComm email and web content using Photoshop or other digital media

LG - HSADUSA, 180 Sylvan Ave, Englewood Cliffs, N.J. (May 2014 – April 2017)

Digital Developer

- Ensure websites are filled with optimal keywords.
- Cross-checking sites through various web browsers fixing errors on stylesheets to make compatible
- Troubleshooting script codes on product pages
- Updating promotional pages using LG's CMS and hard-coding in HTML, CSS, and JavaScript to maintain web content such as landing pages, banners, and dynamic content areas
- Updating LGUSBlog site using WordPress platform
- Working with other Digital Development team on fixing bugs and syntax errors on HTML pages, Video files, Graphic images, and script codes

PP Listing Management, 62 William Street New York, N. Y. (Feb 2013 - May 2014)

Web Designer

- Code dynamic emails using XML and XSLT
- Updating websites using CMS Platform; WordPress, Joomla, and Drupal
- Photography of products which is then optimized for web and placed on website and email newsletters
- Working closely with Writers, Proofers and Marketing managers on finalizing promotions

Wed Alert, 295 Main Street, Hackensack, NJ (Jan 2009 – Jan 2013)

Web/Graphic Designer

- Worked with the creative web team department designing and maintaining the company's website using Macromedia Applications, Dreamweaver, Fireworks, Flash, and Adobe Photoshop CS2, hand-coding HTML, XHTML, CSS and JavaScript
- Proficient in revising Javascripts, Action Scripts in FLASH; familiar with PHP, JAVA, and ASP.net
- Designing web pages and banners for our clients, maintaining them and keeping it updated with current information

EchoStar Satellite L.L.C, 64 Pinebrook, New Jersey (February 2001 – January 2009)

Creative Service Specialist

- Designed works for advertisements, such as Billboards, brochures, flyers, premium giveaways, postcards, etc., for all International channels associated with DISH Network.
- Worked directly with all marketing managers on composition drafts and ideas for targeting potential customers
- FTP ads onto vendors' servers for magazines and newspaper vendors to retrieve

Education

2018 - 2021 **NJCU, Jersey City**, Major: Philosophy, Minor: Computer Science

2017 – 2018 **Hudson County Community College**, Completed 30 credits toward Associate of Science in Nursing (A.S.)

2009 – 2011 **University of Phoenix**, Associate of Arts (A.A.), Multimedia and Visual Communication

Certifications

Python Programming Master Class, UDEMY, Certification

WAI0.1x: Introduction to Web Accessibility - offered by W3Cx, an online learning initiative of the World Wide Web Consortium.

Google Ads - Measurement Certification - fundamentals of measuring and optimizing your Google Ads performance.

Google Analytics Certification - the ability to use Google Analytics 4 to gain valuable insights and make marketing decisions.

Additional Information & Interests

Photography, Sketching, Drawing, Spanish Fluency, Futbol (Soccer), and Community organizer.