Alex Sanchez Heredia
Digital Content Web Coordinator

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PROFESSIONAL EXPERIENCE

BSI GROUP   **Herndon, VA**
Digital Content Web Coordinator   **2021-Present**

- Spearheaded design, enhancement, and publication of over 400 webpages, effectively promoting campaigns, webinars, promotions, and standards in the US, Canada, and UK
- Delivered intuitive and user-centered digital experiences by collaborating with cross-functional teams, defining user requirements, and creating wireframes and prototypes through tools like CMS and Figma.
- Generated performance reports in Google Analytics, showcasing a 210% increase in page views for BSI's Expert Corner page following a strategic redesign of blogs
- Led the Americas Rotation Program, overseeing SEO optimization that propelled our ranking into the top 10 on the LittleForest SEO tool
- Provided data-driven campaign lead generation optimization that resulted in $134,375 in sales
- Implemented A/B testing on US training pages, revealing an average 150% increase in performance for redesigned pages compared to the old ones

DXC TECHNOLOGY   **Tyson Corner, VA**
Content Hub Intern   **2019-2021**

- Designed, enhanced, and published over 100 DXC web pages using Wordpress across multiple platforms
- Elevated UX/UI and strengthened search engine rankings (SEO) using Conductor Searchlight
- Generated performance reports for DXC's Partner Network sites for analysis using Google Analytics
- Ensured UTM tracking and form creation by through working with Pardot and Salesforce
- Led the DXC Summer Intern Project: **Running STEM activities for Rec-PAC summer campers**

EDUCATION / PROJECTS

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY   **Blacksburg, VA**
Bachelor of Science, Business Information Technology; Minor in Digital Marketing   **2017-2021**

- Webmaster Executive Position for BIT Club

PERSONAL WEBSITE PROJECT   **2023**

- Conceptualized, designed, and developed a personal website: *Alexsanchezheredia.com*

SKILLS / CERTIFICATIONS

- Programming languages: HTML/CSS, Javascript, UML, PHP, Bootstrap, R, SQL, Git
- Software proficiency: Adobe XD, Adobe Photoshop, Google Analytics, Google Tag Manager, Episerver (CMS), Figma, Github, Pardot, PowerBI, Salesforce, Sharepoint, Wordpress, Workfront
- SEO Optimization tools : A/B Testing, Conductor Searchlight, LittleForest
- Certifications: **Google Analytics 4 Individual Qualification**, **Google Ads Measurement Certification**, **HubSpot Content Marketing**, **HubSpot Social Media Marketing**