

Benjamin Schneider

New York, NY

(517) 230-3392 • ben@developitben.com • developitben.com

Web Developer

Highly motivated and tech savvy professional with hands-on experience of designing, coding and modifying websites, from layout to function and according to a client's specifications.

AREAS OF EXPERTISE

- Skilled in developing databases, writing and testing code for website functions, troubleshooting code in existing features and brainstorming new features based on user feedback.
 - Ability to use programming languages and web coding such as JavaScript or HTML to create client-side software to make web design files accessible and user-friendly, such as images, links, and other elements of a website.
 - Technically proficient in WordPress, Sketch, Photoshop, Invision Studio, HTML5, CSS3, JavaScript, Sublime Text, Visual Studio Code, and MailChimp as well as familiar with content management and project planning and development.
 - Excellent interpersonal skills; ability to get along with diverse personalities while exhibiting versatility, adaptability, and professional attitude.
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Professional Experience

Merck, Remote

Digital Channel Production Manager (2020 – Present)

Create and publish engaging content for company's internal SYNC and SharePoint pages and news channels. Manage email formatting and distributions from upper management and global communications. Collaborate with marketing and design teams to plan and develop site page layouts and image selection. Edit, proofread and improve presentations and invites for town halls.

Key Achievements:

- Ensured new branding guidelines were met and updated on old page layouts and email distributions
- Creation of new Human Health web pages for internal SharePoint site.

Hudson River Park Trust, New York, NY

Web Content Administrator | Project Manager (2019 – 2020)

Define project scope and propose appropriate ADA compliance/scalable solutions by working in close collaboration with web developing firm Cloudred. Oversee creation of page content, such as visuals and text copy to meet project specifications. Shared project progress with senior management by actively participating in meetings.

Key Achievements:

- Ensured seamless migration and training of employees from ExpressionEngine (CMS) to WordPress.
- Enhanced user experience as well as visuals search engine optimization by leading end to end development and implementation of new website.

www.worldcapitalconfidential.com, New York, NY

Freelance Web Developer (2018 – Present)

Utilize WordPress (CMS) to create site layout and user interface. Increase traffic and enhance page ranking by improving website structure, performing Search Engine Optimization (SEO) and Search Engine Marketing (SEM) for local improvements.

Key Achievements:

- Evaluated overall effectiveness of the page layout against usability best practices by designing wireframes, site maps and content inventories for new website designs.

Hudson River Park Trust, New York, NY

Executive Assistant & Web Associate (2016 – 2019)

Initiated new projects and assisted in various processes through collaboration with senior management. Performed various administrative functions, such as complex calendar management with focus on allocation of 3 executives' availability.

Key Achievement:

- Facilitated executives and boosted team efficiency by producing accurate office files, updating spreadsheets, and crafting presentations.

*Additional experience as **Executive Assistant** at The Joyce Theater, New York, NY and as **Asst. Box Office Treasurer & Audience Service Member** at Roundabout Theater Company, New York, NY.*

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Education and Certifications

Northern Michigan University, Marquette, MI

Masters, Arts Administration

B.S. Theater

— **Certifications** —

Beginner to PROject Manager, udemy.com, 2020 | WordPress for Beginners, udemy.com, 2020
Web Design Certificate, Noble Desktop, 2019 | Front End Web Development, General Assembly, 2019
Web Development & Design, New York University, 2018