

John Montes-de-oca

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PROFILE

Digital Content Producer with 13 years' experience developing academic and/or marketing communications along multiple stages of the production cycle—from concepting, designing, and writing—to editing, publishing, and optimizing content. Strengths include:

- Extensive experience engaging global audiences across various industries
- Tenacious commitment to understanding the full scope of problems and applying solutions
- Delivering polished, precise work in highly-regulated environments
- Professionalism, a positive attitude, and being a joy to work with

TECHNICAL SKILLS

Content / Publishing: Copywriting, editing, and journalism using Associated Press and *Chicago Manual of Style* guidelines; writing for stage and screen with Final Draft; some experience in video production with Final Cut Pro

Graphics / Design: Adobe Photoshop, Illustrator, InDesign

Web: HTML5, CSS, JavaScript, responsive web design, enterprise content management systems (CMS), WordPress theme development, phpMyAdmin, FTP clients, Salesforce lead delivery, Google AdWords, Google Analytics, HTML email development and mass delivery, social media management, search engine optimization (SEO), basic understanding of PHP

Business: Microsoft Word, Excel, PowerPoint, Outlook, and Access; FileMaker; versioning control software; QuickBooks invoicing and bookkeeping; project management software such as Jira and Trello; Agile development principles; equally proficient with Mac and PC

EXPERIENCE

Sabbatical

November 2021 – Present

My planned sabbatical unexpectedly became longer to provide care for a family member. This break has energized my passion for content production by allowing me to advance my writing and design skills, and to develop new areas of professional interest. New skills I've been working to develop include: digital asset management (DAM) and information architecture. Additional skills I'm seeking to develop while on sabbatical include: project management, motion graphics, and Git.

Gordon Brothers Boston, MA

January 2020 – November 2021

Web Content Manager

Built and managed this global organization's first intranet. Responsibilities included: working with stakeholders to write and/or develop internal communications; soliciting new content and coordinating approvals for publication; designing and/or altering visual assets; laying out and publishing digital content in CMS; ensuring published content remained current and accurate; monitoring intranet traffic and content performance; writing and distributing newsletters to promote new content. Later became responsible for managing the organization's external website in addition to my intranet responsibilities. Duties included: collaborating with internal and external teams to publish content updates and build new web pages in Sitecore and Wix.

Boston Scientific Marlborough, MA
Digital Producer (Contract)

August 2018 – February 2019

Worked cross-functionally with UX designers, developers, and content strategists to launch and maintain marketing websites: these projects included interactive quizzes I designed and developed to deliver leads to Salesforce. Created digital assets. Built and fine-tuned web pages in Adobe Experience Manager. Designed and deployed HTML emails with tracking capabilities in Adobe Campaign. Coordinated with marketing operations specialists to ensure all published content met federal regulatory requirements.

Vistaprint Corporate Waltham, MA
Copywriter/Content Manager (Contract)

September 2017 – July 2018

Collaborated closely with marketing team to devise campaign strategies. Wrote B2B-focused copy for web pages, acquisition and retention email broadcasts, promotional offers, internal and external announcements including press releases, digital marketing ads, product catalog, and sales enablement assets such as one-pagers. Generated ideas and wrote content for company blog, which included interviewing employees and customers for quotes and/or testimonials. Proofread and edited external communications. Assisted internal teams with ad-hoc copywriting requests such as providing UI copy for e-commerce pages.

Boston University Boston, MA
Web Content Producer

December 2016 – August 2017

Coordinated daily publication of University's online newspaper: included constant monitoring of editorial calendar and production status of stories; communicating updates on Trello publishing calendar; securing artwork from photo agencies and in-house photography department; optimizing images; laying out stories and daily edition of newspaper in WordPress; created and deployed daily email newsletter to subscriber list. Other duties included: curating events featured in daily editions, moderating comments; ensuring accessibility requirements for photo and video; collaborating with editors and writers to increase reader engagement. Audited content and made SEO improvements that led to higher search result rankings.

Beachbody LLC Santa Monica, CA
Content Manager (Contract)

February 2015 – August 2016

Created and maintained high-volume, commercial WordPress sites for international brands: included daily collaboration with developers and coordination of marketing department needs; initiated, organized, and balanced multiple projects to meet site migration and launch deadlines; established permission levels across tiers of paying customers; modified assets with design software and fixed responsive web layouts with web inspection tools; identified, reported, and oversaw resolution of functionality and design issues; assisted developers with testing and presentation of new features to stakeholders. Designed web assets as needed: included social media ads, web banners, icons, and hero images. Was responsible for art direction and publishing articles for blog; maintained publication schedule.

Harvard Law School Cambridge, MA
Web and Editorial Coordinator, Program on Corporate Governance

July 2012 – August 2013

Developed and edited content for daily publication of a widely-read blog: included coordinating workflow with an editorial team, supervising an assistant's work product, corresponding with contributors, writing headlines, converting PDFs into coded web content, and optimizing graphics. Publicized department activities and events: included preparing and deploying email announcements, newsletters, and posting to social media. Managed relational database of contacts and subscriber lists. Designed and updated web pages: included integrating revisions from department staff, gathering press mentions, and resolving technical issues. Proofread academic publications, op-eds, and other articles featured in national publications.

Saleae LLC San Francisco, CA (and Cambridge, MA)

September 2009 – April 2012

General Manager

Promoted to administer e-commerce retail operations for global customer base of this start-up high tech manufacturer. Trusted to work remotely from Massachusetts. Duties included: writing customer service emails; billing and bookkeeping; packaging and shipping merchandise; solving delivery issues; coordinating logistics and vendor timelines; protecting intellectual property; maintaining website content.

Marketing and Design Intern

Initially hired to help develop company's online presence. Created digital ad campaigns and first product packaging. Built database to analyze web traffic. Growing responsibilities led to promotion.

LEGAL EXPERIENCE

Various law firms and legal projects in San Francisco and Berkeley, CA

2000 – 2007

Worked as a paralegal, litigation support specialist, and project assistant to prepare for law school. After finding great fulfillment from my hobby as a personal finance blogger, I decided to change careers to writing, design, and marketing instead. Transferrable skills and experience from this period include: researching databases and evidence files for facts to support arguments and claims; managing production workflow of legal writing; checking written works for errors and correct citations; ensuring administrative compliance with regulatory agencies; assisting with web content development.

EDUCATION

University of Southern California, Los Angeles, CA

Master of Professional Writing, concentration in screenwriting, 2015

City College of San Francisco, San Francisco, CA

Web production certificate, 2009

San Francisco State University, San Francisco, CA

Post-baccalaureate study in creative writing and communications, 2003

Binghamton University, Binghamton, NY

B.A. Psychology (applied behavior analysis), cum laude, 2000

Multiple classes in English and creative writing

For writing and production samples please see www.johnmontey.com