

John Montes-de-oca

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PROFILE

Digital Content Producer experienced across the full production lifecycle—from concepting, writing, designing, and coding—to editing, publishing, managing, and optimizing content. Strengths include:

- Meticulous attention to detail for high-profile companies and regulated environments
- Extensive experience engaging global audiences across various industries
- Tenacious commitment to diagnosing and resolving complex issues
- Consistently professional, trustworthy, and supportive presence in the workplace

TECHNICAL SKILLS

Content Creation / Writing / Publishing: Copywriting and editing per Associated Press and *Chicago Manual of Style* guidelines; stage and screenwriting within Final Draft; some video production experience

Graphics / Design / Code: Adobe Photoshop, Illustrator, and InDesign; Procreate; Visual Studio Code

Web: HTML; CSS; JavaScript; responsive web design; WordPress and enterprise content management systems (CMS); Salesforce lead delivery; Google Analytics; HTML email development and deployment; social media management; search engine optimization (SEO); digital asset management (DAM)

Business: Microsoft 365 with advanced proficiency in Excel and Word; Google Workspace and other collaborative platforms; relational databases; Jira and similar project management software; equally proficient with Mac and PC; artificial intelligence (AI) for increasing productivity and abilities

EXPERIENCE

Sabbatical

November 2021 – Present

Pre-planned sabbatical for personal creative projects unexpectedly extended to address family needs. Ready and available to return to work, energized with new and developing skills that include: deeper knowledge of DAM, information architecture (IA), and project management; learning to create motion graphics and using Git for version control in collaborative development workflows.

Gordon Brothers Boston, MA

January 2020 – November 2021

Web Content Manager

Built and managed this global organization's first intranet which included: developing internal communications with stakeholders and subject matter experts; soliciting new content from staff and training them to use intranet software to post content; coordinating approvals for publication; laying out and publishing content in CMS and ensuring its relevancy and accuracy over time; monitoring intranet traffic and content performance; writing and distributing newsletters to promote new content and events; designing or sourcing graphics as needed. Became additionally responsible for external website. Duties included: collaborating with teams to add new functionalities, capture form submissions, publish client listings and thought leadership; building new web pages in Sitecore; resolving technical issues.

Boston Scientific Marlborough, MA

August 2018 – February 2019

Digital Producer (Contract)

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

September 2017 – July 2018

Copywriter/Content Manager (Contract)

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

Boston University Boston, MA

December 2016 – August 2017

Web Content Producer

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 featured stories and events, moderating comments; ensuring accessibility requirements for photo and video; collaborating with editors and writers to increase reader engagement. Audited content and made SEO improvements leading to higher search result rankings.

Beachbody LLC Santa Monica, CA

February 2015 – August 2016

Content Manager (Contract)

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 to fix responsive web design issues using web inspection tools; identified, reported, and oversaw resolution of functionality and web 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 and maintaining publication schedule.

Harvard Law School Cambridge, MA

July 2012 – August 2013

Web and Editorial Coordinator, Program on Corporate Governance

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

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

September 2009 – April 2012

Marketing and Design Intern, Promoted to General Manager

Initially hired to help develop online presence for this start-up, high-tech manufacturer. Created digital ad campaigns and first product packaging. Built database to analyze web traffic. Growing responsibilities led to promotion to administer e-commerce retail operations for global customer base. 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.

LEGAL AND NON-PROFIT EXPERIENCE

San Francisco and Berkeley, CA

2000 – 2007

Worked as a paralegal and litigation support specialist at various law firms, and as a project assistant at a community welfare clinic to prepare for law school. Success with blogging in my spare time inspired a career change to digital content production. Transferrable skills and experience include: researching databases and evidence files to find facts to support arguments and claims; managing production workflow of legal writing; checking written works for errors and correct citations; ensuring 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. in Psychology, concentration in behavior analysis, cum laude, 2000

Multiple classes in English and creative writing

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