STEVEN ALVES

DIGITAL ENGINEER / DESIGNER / PHOTOGRAPHER

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South Meriden, CT 06451

WORK EXPERIENCES

2017-now — **Together We Rise, NPO**
Digital Engineer, Strategist & Business Logistics
Primary developer & designer for digital marketing, advertising & measurement/analysis. Internal business logistics with emphasis on processes & optimizations rooted in varying technologies.

2017-now — **Attention Trading**
Co-Managing Member, Developer, Designer
An entrepreneurial endeavour built around digital development, design, SEO and client relation management. As a small team, we strategize & execute digital experiences with the mindset of marketing to customers where their attention is focused.

2016-2017 — **WORX Branding > Digital > Marketing**
Digital Manager
Promoted - Client relationship management/advisement, technology team mentorship & project lead. Leadership roles are in addition to previously held positions.

2011-2015 — **WORX Branding > Digital > Marketing**
Web Developer, Photographer
Developing, implementing, and maintaining Internet/intranet applications, defining site objectives by analyzing user requirements; envisioning system features and functionality and helping with the development of client SOWs.

EDUCATION

2005-2011 — **Southern Connecticut State University**
Bachelor of Science

Communications, Advertising & Promotions
Minors: Marketing & Mathmatics

CERTIFICATIONS

GOOGLE ANALYTICS CERTIFICATION
January 2015 - July 2019

HUBSPOT INBOUND MARKETING CERTIFIED
March 2017 - April 2019

PROFILE

Data-driven, UI/UX minded & visually inspired. My goals and aspirations are oriented in leveraging measurable data and molding metrics into actionable tactics. When matched with the right technologies and platforms, data becomes a driving force behind each KPI. Beyond the numbers, it's important to provide simplified analysis designed for its intended audience. This is where I have been most successful with clients and my career: Making technology less techy.

REFERENCES

References available upon request.

SKILLS

- HTML/CSS/JS
- PHP/MySQL
- Photography
- Bootstrap/Mobile
- Grunt/Node.js
- Adobe CC
- SEO/Analytics
- Project Lead
- CMS/CRM
- Google App/APIs
- Digital Marketing
- System Admin
- Jeep Obsession