

**Marc Fierro**  
**Mobile: 703-405-2429**  
[mfierro2@yahoo.com](mailto:mfierro2@yahoo.com)

## Professional Highlights & Goals

- Web production professional with over 22 years of experience managing and producing web content and web applications for several different websites ranging from government to association, non-profit and corporate websites.
- Worked with small web-team and group of developers to migrate large high-profile websites from proprietary software to open-source software (Drupal) to lower organizational costs (One of which won a PRNews award).
- Skilled in enterprise content management, content creation, and email marketing with a proven ability to craft compelling narratives for digital platforms, presentations, and internal/external communications.
- Seeking to join a forward-thinking organization where I can leverage my expertise in content strategy, storytelling and digital communications to support enterprise initiatives and enhance audience engagement.

## Skills and Qualifications

|                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Operating systems:                  | Windows XP, Vista, 11 Enterprise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Databases:                          | SQL Server Management Studio, Microsoft Access, Goldmine, iMIS and Aloha                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Web-based languages/programs/tools: | HTML, CSS, basic XML, basic JavaScript, basic PHP, Adobe Creative Suite 4 Dreamweaver & Photoshop, Microsoft Content Management Server, Drupal 6, 7, 8, 9, 10, WordPress, Joomla CMS, Site Builder, GoDaddy, OpenText TeamSite V7.3.2, SharePoint 2010, Google Sites, Google Workspace, Adobe Experience Manager, FTP Pro, GNU Image Manipulation Program (GIMP 2.10.18) Brightcove Video Cloud, Google Analytics (GA4), Constant Contact, ExactTarget/Salesforce, BrightEdge, SiteImprove, LookerStudio, WCAG 2.0, Section 508, ServiceNow, SEO, Basecamp, Jira, JAWS Accessibility Software, Varnish Cache, Mobile content management, Responsive Design |
| Other software/tools/experience:    | Microsoft Office 2016, GroupWise by Novell Networks, IT Asset Management, Collaboration Tools: WebEx, MS Teams and Google Meet, Procurement & Ordering, Equipment Lifecycle, Office Administration, physically able to lift 50lbs                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Certifications/Clearence:           | Public Trust (PIV/CAC Expired September 2025)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Languages:                          | Spanish & English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

## Education

- George Mason University, Fairfax, VA
  - Bachelor of Science, Integrative Studies, Concentration, Business Administration - August 2002
- EEI Communications, Alexandria, VA
  - Courses: HTML, Cascading Style Sheets, JavaScript
- George Washington University
  - Drupal Capital Camp 2013
- Microsoft
  - MS SharePoint 2010 for Power Users
- General Services Administration

- Digital Analytics Program 101, DAP Learning Series Webinars: Creating Measurable Campaigns, Measuring User Behavior, Analytics Events, Custom Reports Demystified, DigitalGov Search Basics and Parallel Tracking (PUA); Benefits & Implementation

## Work Experience

### **White Wolf Communications Group, Stanley, VA** ***Web Developer - Freelance***

**9/25 - present**

- Rebuilt a client's website using WordPress CMS and set up a hosting environment for company projects.
- Optimized website for Mobile Devices with Responsive Design.
- Monitored web traffic using Google Analytics.
- Optimized website with SEO and appropriate Taxonomy.
- Tested and optimized website to meet 508 Compliance.
- Built another non-profit foundation's website and setup emails specific to the foundation.
- Built out the foundation's site navigation and sitemap and added contact forms to the site.
- Optimized website for Mobile Devices with Responsive Design.
- Optimized website with SEO and appropriate Taxonomy.
- Tested and optimized website to meet 508 Compliance.
- Updated the content on a weekly basis and added engaging videos to the homepage to drive traffic.
- Provided wireframes for potential clients for other website rebuilds or new website launches.

### **IMSolutions LLC., Stafford, VA** ***Web Content Manager***

**10/22 - 6/25**

- Worked as a Web Content Manager for the Department of Commerce's National Oceanic and Atmospheric Administration (NOAA) managing AGO's web properties.
- Responsible for updating NOAA's Acquisition & Grants Office (AGO) websites, both internal sites and external sites using Drupal and Google Sites platforms.
- Monitored web traffic using Google Analytics, LookerStudio and Siteimprove for several AGO websites and implemented best practices in SEO after sharing the reports/dashboards with stakeholders.
- Managed AGO's Google drive and secured proper permissions on certain classified documents hosted on several of AGO's internal websites.
- Attended bi-weekly NOAA Web Committee meetings to gather/share relevant deliverables, projects and workloads.
- Worked with Graphic Designer to rebrand and rebuild AGO's internal Google site after receiving feedback from AGO senior leadership.
- Assured AGO's web properties met 508 accessibility/compliance.

### **The Creative Group/Robert Half, Washington, DC** ***Web Content Manager***

**5/21 - 8/22**

- Worked in a contract role as Web Content Manager for the United States Pharmacopeia (USP) headquartered in Rockville, MD.
- Built microsites and web pages with different content types, blocks, queues and subqueues on usp.org as needed and updated existing website content using Drupal 8 & 9.
- Updated several of USP's affiliate websites as needed.
- Assisted in resizing web images and banners using Photoshop to meet USP's website standards.
- Posted events, workshops and stakeholder forums as directed by USP staff on USP's website.
- Monitored WebCom ticket board in Jira and completed/closed open tickets as part of USP's WebTeam.
- Attended bi-weekly WebTeam meetings to gather/share relevant deliverables, projects and workloads.
- Monitored web traffic on usp.org using BrightEdge and implemented best practices in SEO.

- Assured web properties met 508 accessibility/compliance.
- Worked with USP IT Team to ensure IT Asset Management protocols were adhered to as organization's IT policy dictated on a regular basis.

**The Ventura Group, Inc., Ashburn, VA**  
**Web Content Manager**

**10/16 - 09/20**

- Worked as a Web Content Manager for The Department of Veterans Affairs headquartered in Washington, DC.
- Produced and updated website content using TeamSite on a daily, weekly and monthly basis based on direction from Subject Matter Experts (Including doctors, nurses and government staff).
- Wrote monthly awareness campaign pages and posted them to the website on a monthly basis to educate Veterans on different health issues that may be affecting them.
- Produced and posted interactive graphics for website using Photoshop and Dreamweaver.
- Assisted application developers launch web applications that passed strict security requirements in adherence of government protocols.
- Worked with web developers to ensure latest data is served on website's application pages as latest data is released and verified the data in development before having changes moved to production environment
- Tested and modified application pages in development environment before pushing changes to production environment as needed.
- Worked with web developers to modify databases and workflows for existing applications as needed.
- Posted agency specific data using TeamSite on a quarterly and yearly basis as required by the Choice Act to provide more transparency as a government agency.
- Monitored and ensured website is 508 compliant.
- Monitored and extracted website feedback comments in SQL database and shared with Subject Matter Experts after removing PII.
- Monitored website for any irregularities or problems after IT performs security upgrades on development and production environments.
- Monitored and reported site traffic using Google Analytics to see how the site is performing and to help guide content development.
- Ensured Government Furnished Equipment met the Equipment Lifecycle End of Life (EOL) documentation and the disposal policies.

**Universal Consulting Services, Inc., Fairfax VA**  
**Technical Consultant/Web Content Manager**

**04/14 - 09/16**

- Worked as a Web Content Manager for The Department of Veterans Affairs headquartered in Washington, DC.
- Produced and updated website content using TeamSite on a daily, weekly and monthly basis based on direction from Subject Matter Experts (Including doctors, nurses and government staff).
- Wrote monthly awareness campaign pages and posted them to the website on a monthly basis to educate Veterans on different health issues that may be affecting them.
- Produced and posted interactive graphics for website using Photoshop and Dreamweaver.
- Assisted application developers launch web applications that pass strict security requirements in adherence of government protocols.
- Worked with web developers to ensure latest data is served on website's application pages as latest data is released and verified the data in development before having changes moved to production environment
- Tested and modified application pages in development environment before pushing changes to production environment as needed.
- Worked with web developers to modify databases and workflows for existing applications as needed.
- Posted agency specific data using TeamSite on a quarterly and yearly basis as required by the Choice Act to provide more transparency as a government agency.
- Monitored and ensured website is 508 compliant.

- Monitored and extracted website feedback comments in SQL database and shared with Subject Matter Experts after removing PII.
- Monitored website for any irregularities or problems after IT performs security upgrades on development and production environments.
- Monitored and reported site traffic using Google Analytics to see how the site is performing and to help guide content development.
- Wrote and submitted monthly reports for government contract requirements.
- Ensured Government Furnished Equipment met the Equipment Lifecycle End of Life (EOL) documentation and the disposal policies.

**U.S. Chamber of Commerce, Washington, DC**  
**Web Production Manager**

**12/05 - 04/14**

- Managed production and content of Chamber's web properties and provided training and support to internal clients.
- Approved high volume of web content that was submitted by web authors to ensure that quality and technical specifications are met before posting to production site on a daily basis.
- Built webcast pages to stream live and archived video for high-profile Chamber events on a weekly basis and on demand.
- Served as Email Marketing Manager and sent weekly and monthly member bulk/blast emails using ExactTarget/Salesforce, HTML, and CSS.
- Reported webcast analytics to internal stakeholders using Google Analytics.
- Conducted weekly and monthly training courses for web authors using the CMS Browser Client, Drupal and WordPress.
- Developed and produced training materials for web authors on an ongoing basis.
- Managed and updated Chamber's Intranet website using SharePoint 2010 on a daily basis.
- Coordinated SharePoint application permissions and provided site administration guidance.
- Managed user permissions in MCMS, Drupal and WordPress.
- Produced and modified web content in Drupal using CSS and HTML on a daily basis and as needed.
- Maintained and setup channels in Microsoft CMS for web authors as needed.
- Maintained and updated multiple website templates using HTML, CSS and XML.
- Worked with web-team to migrate multiple websites from proprietary software to open-source software such as Drupal and WordPress to lower organization's cost.
- Tested security updates and software upgrades on our development, staging and production environments.
- Participated in marketing and strategy meetings to execute online communications.

**International Communication Association, Washington, DC**  
**Operations Administrator**

**01/04 - 12/05**

- Maintained and updated the organization's website and membership database.
- Provided online and telephone support for ICA's web-based paper submission site.
- Managed all the Audio-Visual equipment at organization's annual conference.
- Produced the conference program including editing text, formatting and placement of ads and creating the index of the 300 page conference program before going to print.
- Supported the Executive Director in managing the ICA Annual Conference, which brings together over 2,000 communication scholars from all over the world each year.
- Provided backup support for accounting department as needed.
- Provided backup support for office supply inventories and stationary.

**Association of American Colleges and Universities, Washington, DC**  
**Technical Assistant 11/02 - 01/04**

**11/02 - 01/04**

- Supported the SENCER project (Science Education for New Civic Engagements & Responsibilities), a national dissemination project funded by the National Science Foundation.
- Provided logistical and technical support to the Principal Investigators and Program Director of the project and ultimately coordinated the annual SENCER Summer Institute in Santa Clara, California.
- Provided telephone and online support for Institute website.
- Created and managed multiple databases in Access and iMIS.
- Assisted in composing monthly e-newsletters for the SENCER project.
- Corresponded to academic scholars via bulk letter mail merges and broadcast email.
- Provided feedback and participated in the organization's web committee.
- Coordinated audio/visual needs for Model Developers and Cluster Coordinators at onsite meetings and at the SENCER Summer Institute, Santa Clara University.
- Managed the annual SENCER budget of nearly \$1 million.
- Managed SSI 2003 in San Jose, California with over 250 participants from approximately 80 colleges and universities across the country including representatives from Africa and The Republic of Georgia.