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Ryan Bell

Digital Channels Manager

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| **Skills**  HTML / CSS / XML / REST  JavaScript / jQuery / Dojo  Adobe Creative Suite  Agile Project Management  Analytical Problem Solver  Google / Adobe Analytics  CMS Expert - AEM, Drupal, Liferay, SharePoint, Confluence  SEO/SEM, Taxonomy, IA Revamps, Content Migrations  SQL / Oracle / Excel ‘Guru’  Modern, Responsive Design  **Awards & Recognition**  **VMware, Inc.**  28 Peer Recognition Awards for execution, problem solving, vision, passion, giving back, company spirit, and mentoring  **Cisco Systems, Inc.**  Golden Globe Award, Intranet Excellence Award for outstanding performance, exceptional contributions, dedication & professionalism  **ComUnity Lending, Inc.**  Multiple Employee of the month awards, 2005 Employee of the Year for excellence in customer service, dedication, and consistently working “above the line” | **Summary Profile**  Award-winning senior web developer and team leader with proven track record of delivering engaging, impactful enterprise web solutions leveraging user-centric design and modern, responsive techniques.  **Professional Experience**  **Freelance Web Developer, Digital Marketing Strategist**  *Website Tech Services – Morgan Hill, CA / October 2019 – Present*   * Complete site revamps to modern and responsive themes * Create or enhance online sales capabilities including shopping carts and payment processing * Develop and implement personalized SEO/SEM strategy   **Digital Channels Manager**  *VMware - Palo Alto, CA / February 2012 – September 2019*   * Initiated and led migration of Sales Enablement platform consisting of thousands of pages and tens of thousands of documents from 3rd party SaaS to internal platform saving over $400k annually * Managed offshore development, production and support team * Obtained and sustained highest customer satisfaction rating of all internal employee support platforms with higher usage than the other seven digital properties combined * Continually cross-trained, documenting standards & best practices, produced video tutorials and held regular training sessions, and championed self-publishing capabilities to scale production, usage, and overall platform adoption   **Manager, Web Creative Services**  *Cisco Systems, Inc., San Jose, CA / October 2007 – February 2012*   * Established and implemented standards and best practices while leading the digital transformation of the employee web platforms * Managed all platform projects leading to ever-increasing user satisfaction and adoption of internal web site |