



Ryan Bell

Digital Channels Manager

408-314-3380

ryan@springhillsgolf.com

[linkedin.com/in/ryan-bell-web-dev](http://linkedin.com/in/ryan-bell-web-dev)

1700 E Middle Ave
San Martin, CA 95046

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| **Skills**HTML / CSS / XML / RESTJavaScript / jQuery / DojoAdobe Creative SuiteAgile Project ManagementAnalytical Problem SolverGoogle / Adobe AnalyticsCMS Expert - AEM, Drupal, Liferay, SharePoint, ConfluenceSEO/SEM, Taxonomy, IA Revamps, Content MigrationsSQL / 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
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