

Joseph Bowen

Web Content Manager and Designer • WordPress Developer • IT Consultant

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Web Content and Information Technology professional highly skilled in HTML and CSS responsive design, experienced with many custom Content Management Systems (CMS). Expert in WordPress. 20+ years of Information Technology consulting focusing on user support, application testing, QA best practices, application packaging, technical writing (documentation). Career highlights include:

- Developing 4 complete HTML/CSS Email redesigns, resulting in a more efficient and modern look and feel.
- Migrating 6 HTML/CSS templates to CMS, enabling all staff to publish without HTML knowledge.
- Developing and supporting a Learning Management System (LMS) for a major lens manufacturer
- Testing, packing and supporting 110 applications. Writing documentation for each application and providing user training.

SKILLS & EXPERTISE:

Mac OS X | Microsoft Windows | Windows Server | HTML, CSS, LESS, light JavaScript and PHP | JSON | MySQL | WordPress | Active Directory | Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator, Audition, InDesign) | Microsoft Office | Google Ad Manager | Jira | Confluence | Salesforce | Zendesk | SOAP | REST | Google Analytics | YoastSEO

COURSEWORK/CERTIFICATES:

DevOps Foundations: Lean and Agile, Programming Foundations: APIs and Web Services (SOAP and REST), Critical Thinking, Excel Formulas and Functions, Leading with Emotional Intelligence, Learn API Documentation with JSON and XML, Teaching Techniques: Making Accessible Learning, UX Foundations: Accessibility (ADA Compliance [508] Training), Dell DCSE.

ONGOING CONSULTING WORK:

Borealis Systems (President) 2003-Present: Project planning, risk management, technical consulting, web design and Linux web hosting, Dell-certified (DCSE) installations and repairs, F-Secure network security sales and management. End-user support. Establishing and enforcing IT security practices.

Renegade Websites (Partner/Web Developer): Front- and Back-end Web design (WordPress and custom CMS). Extensive work with the WP Engine. Led educational sessions on web technologies, edit WordPress plugins and themes. Website maintenance, upgrading scripting languages to comply with security protocols. E-commerce (WooCommerce) development. Adherence to UI/UX best practices.

WORK EXPERIENCE:

MEDSCAPE (WEBMD) | REMOTE/NEWARK, NJ

2021 – 2023

Digital Production Coordinator

As a rep for Medscape's in-house digital agency, I created and maintained digital advertising campaigns and web content launches for the Medscape website. Project management and direction of multiple simultaneous digital campaigns.

- Three weekly Scrums to review current technical issues.
- Provided technical expertise to stakeholders as Subject Matter Expert (SME) on products such as NativeCONNECT, Native Video, and Medical Affairs. Adhered to stringent QA Best processes.
- Hand-coded configuration files for various Medscape products – video podcasts, patient simulations, and Brand Alerts, resulting in timely and accurate content delivery.
- Partnered with Project Management, Quality Assurance (QA) and Ad Operations to ensure the timely delivery of individual tasks within campaigns. Monitored campaigns in Google Ad Manager.

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2U | REMOTE | LANHAM, MD**Content Coordinator****2019 – 2021**

Developed online courses for graduate degree programs at major universities (Harvard, Yale, UNC, Baylor, and many others). Processed all course content (PowerPoint, PDF, Word, external media podcasts, YouTube, etc.) using the custom 2U CMS.

- Partnered with professors, course designers, project management, and QA, tracking all course materials through deployment and production.
- Performed quality assurance on all courses to ensure proper rendering in the 2U-branded LMS.
- Coordinate with outside vendors to process and edit all course content, ensuring its accuracy.

Solution Center Support Representative**2014 – 2019**

Performed phone-, email-, and chat-based technical support (Windows/Mac/iOS and Android) for 2U students and faculty. Support included real-time in-class support as well as class preparation.

- Resolve technical problems such as internet connectivity, browser inconsistencies, and application-related issues that prevented course connectivity, assuring the smooth functioning of the educational environment.
- Train students and faculty to utilize the 2U LMS, to record and publish video assignments, and to navigate the grading modules.

JOBSON MEDICAL INFORMATION (WEBMD) | NEW YORK, NY**2013 – 2019****Web Content Manager/LMS Administrator**

Created and optimized all Web and print content for Jobson's website, HTML email blasts and trade show guides. Designed and implemented updates for a major Learning Management System (LMS) using HTML and CSS, enhancing system usability and accessibility. Provided comprehensive training and support to end-users, significantly improving customer satisfaction and technical proficiency across departments. Contributed articles relating to lifestyle and healthcare technology.

- Streamlined the web publishing process by improving the electronic publishing workflow.
- Redesigned all 6 HTML templates, optimizing for SEO, resulting in a more modern look and feel.
- Tested and scheduled daily email deployment, coordinated ad placement and monitored web analytics.
- Developed and supported an LMS for a major eyeglass lens manufacturer, enabling Opticians to efficiently gain industry knowledge.
- Served as photographer/videographer at trade shows. Edit photos and video for use on the web.
- Documented job responsibilities (28 page manual) and fully trained replacement.

CAPRI CAPITAL PARTNERS | CHICAGO, IL**2011 – 2013****System Administrator**

Managed 3 Windows 2008 Servers, 6 Cisco Catalyst switches and 2 Cisco ASA 5505 firewalls. Network maintenance (daily server backups, server and firewall upgrades, maintained spam filter). De-commissioned and deployed servers. Supported 40 Active Directory users.

ENERGY BBDO | CHICAGO, IL**2010 – 2011****Data Analyst/Team Leader**

Documented and transferred 3TB of client data from external media onto corporate servers and cataloguing the data in Microsoft SharePoint. Managed a team of 8 data entry technicians, ensuring an efficient workflow and timely completion of the work. Created full project documentation.

NRC REALTY AND CAPITAL ADVISORS | CHICAGO, IL**2005 – 2010****Strategic Support Manager**

Managed 3 Apple X-Serves in an Open Directory environment. Managed Cisco 3800 router, Cisco ASA 5510 firewall and Cisco 7961 and Cisco 7941 VoIP phones. Performed daily backups. Supported 50 users (95% Mac). Provided technical and presentation support for off-site auctions and seminars.

OTHER NON-TECHNICAL WORK EXPERIENCE

- **Centerstage Chicago Theater Editor** (5 years) – wrote reviews and feature articles (samples available upon request).
- **PerformInk Chicago** – Freelance Journalist (3 years).