

Chris Rogers

Developer, Manager, Journalist, Enthusiast.

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Summary

+ Development and design: Websites, apps, and prototypes. HTML, CSS, and JavaScript. Design, infrastructure build-out, and sustainability. Windows, Mac OS, iOS, and Android. Search engine optimization using Google Analytics, AdWords, AdSense, and keyword analysis.

- User experience definition and user interface design: Research, prototyping, and production. User flows, testing, and reports.

- Content management systems: WordPress, Drupal, Joomla, Magento, Tumblr, Amazon Web Services, WooCommerce, Atlassian Jira, Confluence, Cisco WebEx Social, MailChimp, Smartsheet, Blogger, Movable Type, Salesforce Chatter, Assembla, and Basecamp.

- Social network engagement on Facebook, Twitter, YouTube, Reddit, Instagram, Pinterest, Google Plus, and Snapchat.

+ Project management: Agile, waterfall model, and Scrum methodologies.

+ Writing and editing: Editor, journalist, and curator for words, audio, and video. Directing, managing, and participating in editorial workflow for the web and for print. Long-form, blog posts, and social media. Familiar with Associated Press and Chicago stylebook standards. Host, engineer, and producer for radio broadcasting, video broadcasting, and podcasting.

+ Pragmatic and personable.

Experience

Web Developer

2008 - Present

- Planned, built, and maintained web presences with scalable technologies for companies including Intel.
- Edited and pruned content management systems for clients including Ventyx and Viscira.
- Created copy and content on deadline to client specifications for sites including Havas Worldwide.

Blogger and Cofounder

2009 - Present

- Website covering news, reviews, and interviews of music and movies in the San Francisco Bay Area.
- Keywords, SEO management, and content management. WordPress, HTML, CSS, AJAX, and JavaScript.

- Online community and social network administration: Twitter, YouTube, Facebook, and online commenting.
- Video production and editing. Photography and photo editing.

Editor In Chief and Cofounder

2009 - Present

- Baseball analysis and criticism. Content editing, writing, and maintenance using WordPress and Blogger.com. HTML, CSS, AJAX, and JavaScript.
- Site management and SEO streamlining via Google Analytics.
- Podcast anchoring and production.
- Online community and social network administration: Facebook, Twitter, and online commenting.

Founder and Publisher at The M-OceanView Journal

2010 - Present

- Hyper-local news site focused on San Francisco's M-Ocean View MUNI streetcar line. Immediate mobile-based reporting, deep video interviews, and news aggregation.
- Content writing, editing, and management. WordPress, HTML, XHTML, CSS, AJAX, and JavaScript. SEO curation via Google Analytics.
- Online community and social network administration: Facebook, Twitter, YouTube, and online commenting.

Content Manager at Trilogy Integrated Resources

July 2016 - January 2017 (6 months)

- Project management, database engineering, and content engineering on healthcare websites.
- Web development. Content editing, strategy, and production.

Technology Systems Specialist II at County of Marin

August 2015 - July 2016 (11 months)

- Web development. Website building, content editing, and sustainability-directed maintenance. Drupal and WordPress.
- Media Team: Public-facing media strategy within a collaborative team. Branding, content development, and project management.
- Social Media Team: Social media strategy, scheduling, and management. Twitter, Facebook, YouTube, and Instagram.

CTO at Brondell Inc.

March 2015 - July 2015 (4 months)

- Website/webstore triage, design, and architecture.
- Led rebuild of web presence, edited content, and created responsive UI/UX designs.
- Magento, WordPress, Amazon Web Services, HTML, CSS, JavaScript, PHP, MySQL, and Photoshop.

Senior Project Manager at Metrodigi, Inc

December 2014 - March 2015 (3 months)

- Planned and led ebook production for education publishers including Pearson, Scholastic, and Apple. Communicated with clients, determined timelines, and managed development.
- Coordinated teams in the United States as well as in Ecuador, India, and Mexico.
- HTML, CSS, JavaScript, Jira, Bitbucket, SourceTree, and Smartsheets.

Web Designer at Bio-Rad Laboratories

September 2014 - October 2014 (1 month)

- Designed websites, interactive projects, and social network campaigns.
- Prototypes, wireframes, flow diagrams and site maps.
- HTML, CSS and Javascript.

Web Developer at UC Berkeley

May 2014 - August 2014 (3 months)

- Website triage, design, and architecture. Created UI/UX designs, wrote templates, and edited page content. Keyword taxonomy.
- Created workflow processes using Atlassian JIRA and Confluence on top of flexible Agile methodologies.
- HTML, CSS, WordPress, PHP, MySQL, JIRA, Confluence, Photoshop, and JavaScript including JQuery.

Project Manager at Cisco

November 2013 - February 2014 (3 months)

- Designed, tested, and built an intranet community site on WordPress. Created UI/UX designs, wrote templates, and managed page content. Set up keyword tagging taxonomy.
- Used HTML, CSS, WordPress, PHP, MySQL, and JavaScript including JQuery.

Front-End Web Developer, Website Architect at Wells Fargo

July 2013 - October 2013 (3 months)

- Designed, tested, and built Wells Fargo's new Historical Services Department website on WordPress. Created UI/UX designs, wrote templates, and managed page content. Keyword tagging taxonomy. Content curation, video editing, and .GIF production.
- Consultation for Wells Fargo History's first Apple iOS app.
- HTML, CSS, WordPress, PHP, JavaScript including JQuery, and Photoshop.

Front-End Web Developer, Online and Mobile Experience Prototyper at Bank of America

February 2013 - April 2013 (2 months)

- Developed and built iOS prototypes for the iPad using HTML, CSS, PHP, and JavaScript, including jQuery.
- Coordinated secure content for prototype iterations.
- User experience testing and user research.

Web Coordinator at Apple

July 2012 - December 2012 (5 months)

- Planned, developed, and maintained secure multi-language websites for global audiences.

- Content editing and review.
- Used HTML, CSS, Drupal, Cascade Server, FileMaker, Radar, and Pivotal Tracker.

Web Developer, Applications and Architecture Analyst at Unisys

December 2011 - May 2012 (5 months)

- Website design, development, and maintenance using HTML5, CSS3, and JavaScript to build secure cross-browser intranet sites for the General Service Administration's Region 9, encompassing thousands of users throughout California, Arizona, Nevada, and Hawaii.
- User interface design, including providing information architecture consultation and directing focus group exercises.
- Designed, produced, and edited website mock-ups and other image files for the web using Adobe Photoshop.

Citizen Journalist Contributor at YouTube

2010 - 2012 (2 years)

- Participated in a pilot citizen journalism program with Google's Android-rooted Nexus One mobile hardware, a proprietary "YouTube Direct" uploading app, and geo-tagging to immediately file news footage to an editing team.
- Produced and filmed short news videos reporting on the Bay Area, including interview pieces that were used on ABC 7 News' local television broadcast and website.
- Keywords, SEO analysis, and video production.

Digital Content Producer at Future US

2011 - 2011 (less than a year)

- Led mobile app policy in Apple iOS and Google Android operating systems for the tech group at Future US, encompassing the MacLife, Maximum PC, and Maximum Tech publications. Created a roadmap for future app rollout including MVC patterning.
- Managed the content workflow for MacLife's iPad Essentials app through production using Basecamp and JIRA.
- Layout creation and editing in InDesign and Photoshop.
- Wrote app reviews for the company's magazines and web production.

Web Developer at Verdant Solutions

2010 - 2011 (1 year)

- Led portal building: planned, built and maintained secure custom web portals in WordPress CMS to client specifications using WordPress, HTML5, XHTML, CSS3, AJAX, and JavaScript. Content creation and management of secured assets.
- User interface design and build-out using Photoshop, Illustrator, and InDesign.
- Direct client interface: presentations, feedback gathering and support.

Editorial Fellow at Salon Media Group Inc.

2009 - 2010 (1 year)

- Lead editor for keywords, topics, and search engine optimization data.
- Managed Twitter and Facebook community relations, expanding both by about 33 percent
- Led code-editing and copy-editing for the launch of store.salon.com.
- Edited and published Associated Press wire stories.
- Wrote, filmed, and produced the short film "Obama, Listen!" regarding protests during President Obama's San Francisco visit in October of 2009.

Intern

2009 - 2009 (less than a year)

- Content verification and management in a proprietary online database.
- Website banner design and production with Photoshop.
- Event project management, research, and execution.
- Database merge oversight.

Blogger at SFist.com

2005 - 2009 (4 years)

- Wrote breaking stories, tech business news, local events, historical pieces, and sports reports.
- Created and wrote "American Football Spectacular" column, analyzing the 49ers, Raiders, and NFL
- Created "Bay Area Wanderer," a featured photo showcasing an image and accompanying short story.
- Search engine optimization, keywording, and tagging.
- CMS management and editing utilizing Movable Type and HTML.

Director Of Web Strategy

2008 - 2008 (less than a year)

- Led and managed Climb's web strategy towards expansion, in addition to managing daily site maintenance and optimization. Joomla, Drupal, HTML, XHTML, CSS, and AJAX. SEO optimization using Google Analytics, AdSense and AdWords.
- Directed project workflow for Climb's web team, managing a team of four to propagate Climb's web presence.
- Built out social networking profile strategy for realtors in Facebook, LinkedIn, YouTube, and Twitter.
- Created and edited weekly email newsletters in Salesforce.

Content Production Associate at AirPlay Network

2006 - 2008 (2 years)

- National Football League content production for Sprint Mobile phone network.
- Provided play-by-play and color commentary in real-time to AirPlay users worldwide.
- Managed data production services through a proprietary database system to coordinate accurate content delivery.

Content Administrator

2007 - 2007 (less than a year)

- Project lead; built and maintained benefit package websites for labor unions such as SEIU, AFL-CIO and NEAP.
- Serviced multiple union benefit sites for thousands of workers using HTML, XHTML, CSS, and JavaScript.
- Website design, mockup, and build-out in Photoshop, Illustrator, and InDesign.
- Comprehensive webmastering and content archiving.

Operations Specialist at IT Ascent

2003 - 2005 (2 years)

- Special assistant to the President and Vice Presidents providing project assessment and execution.
- Special projects lead and management.
- Network administration and computer maintenance.
- Database management.

Computer Lab Administrator at San Francisco State University

2002 - 2004 (2 years)

- At SFSU's Student Services Lab: Computer support with hardware and software.
- Security program administration and virus prevention.
- Allocated \$5,000 in funds for new workstations.
- Provided hands-on assistance and tutoring to students and staff.

Advertising Assistant at Mother Jones

2001 - 2001 (less than a year)

- Office backbone and associate support.
- Website administration, including online advertising administration.
- Editorial and clerical assistance.

Editorial Producer at Listen.com

2000 - 2001 (1 year)

- Database production and oversight.
- Maintained and edited a proprietary database regarding musical artists, albums, and songs.
- Project assessment and execution.

Intern at Universal Music Group

1997 - 1997 (less than a year)

Intern at Autodesk

1995 - 1995 (less than a year)

Library Page at Marin County Library

1993 - 1993 (less than a year)

Education

San Francisco State University

Journalism & Broadcast and Electronic Communication Arts (BECA)

Activities and Societies: SFSU Debate And Forensics Team; KSFS

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[Contact Chris on LinkedIn](#)