

EDDY NELSON RIVERA

WEB CONTENT MANAGEMENT | DIGITAL MARKETING | CMS & WEB PRODUCTION

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PROFESSIONAL SUMMARY

Web content and digital marketing professional with extensive experience managing, publishing, and optimizing digital content across enterprise and small-business environments. Background spans CMS administration, website maintenance, SEO, analytics, email marketing, social media, paid campaigns, and front-end production. Experienced translating marketing and business needs into accurate, accessible, responsive web experiences while coordinating content, assets, stakeholders, and deadlines.

CORE SKILLS

CMS & Web Content: Sitecore, WordPress, Webflow, Shopify, HubSpot, Squarespace, content publishing, page builds, website maintenance, QA

Digital Marketing: SEO, content marketing, email marketing, social media, Meta Ads, Google Ads, campaign execution, A/B testing

Analytics & Optimization: GA4, Google Analytics, Google Tag Manager, performance reporting, conversion-focused content

Front-End & Creative: HTML, CSS, light JavaScript, responsive design, Photoshop, Illustrator, After Effects, Final Cut Pro, Canva

Marketing Operations: Mailchimp, ActiveCampaign, Buffer, Zapier, Airtable, Trello, Excel/Google Sheets, AI-assisted drafting and analysis

PROFESSIONAL EXPERIENCE

Free Range Psychiatry - Web Developer & Social Media Manager

Florida | Jun 2018 - 2025

- Managed and maintained the organization's website and digital content, publishing updates and supporting ongoing marketing and business priorities.
- Created and optimized content across web, social, email, and campaign channels to maintain brand consistency and support audience engagement.
- Executed SEO, analytics, digital advertising, email marketing, and social media work using GA/GA4, Meta Ads, Google Ads, Mailchimp, ActiveCampaign, Buffer, and Zapier.
- Produced digital assets, resolved site issues, and maintained responsive experiences across devices while handling fast-turn content and campaign updates.

Bluemont Technology & Research, Inc. - Web & Social Media Coordinator

Luray, VA | Sep 2017 - Jun 2018

- Coordinated website content, social media, and digital communications for a technology and research organization.
- Published and maintained web content, supported campaign priorities, and kept digital information accurate, current, and aligned with organizational needs.
- Created social content and digital assets while supporting broader web, marketing, and communications initiatives.

Ogilvy & Mather - Web Developer

New York, NY | Apr 2010 - Jun 2017

- Supported enterprise web production in a major agency environment with daily hands-on use of Sitecore for content management and publishing.
- Built and maintained web pages and campaign content using HTML, CSS, and front-end production workflows within established brand and technical standards.
- Partnered with creative, content, account, and technical teams to translate approved assets and requirements into accurate production-ready digital experiences.
- Performed content updates, QA, troubleshooting, and cross-browser/device checks in deadline-driven client environments.

ADDITIONAL EXPERIENCE

JCC Manhattan - Junior Web Developer, New York, NY | **Global Action Project - Facilitator of Youth Media**, New York, NY (2005 - 2008) |

Rainmaker Productions - Office Manager & Production Assistant, New York, NY (2007 - 2010)

EDUCATION

Hunter College, City University of New York - B.A., Media & Political Science | 2003 - 2007

TECHNICAL TOOLKIT

Sitecore | WordPress | Webflow | Shopify | HubSpot | Squarespace | HTML | CSS | JavaScript | GA4 | Google Tag Manager | SEO | Google Ads | Meta Ads | Mailchimp | ActiveCampaign | Buffer | Zapier | Airtable | Trello | Adobe Creative Suite | Canva | Final Cut Pro | Excel | Google Sheets | Python fundamentals