

Jeff Hudecek

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Skills & Software

Skills: Digital Strategy & IA, Project Management, Responsive Web Design & Development, Game Design
CMS & Web Platforms: Drupal, WordPress, Google Analytics/Data Studio/Search Console, MailChimp
Software/Code: HTML5, CSS3, Adobe Creative Suite, JQuery, PHP, Office/SharePoint

Experience:

Harvard Graduate School of Education, Cambridge, MA

Drupal Specialist

Nov 2016 – Present

- Managed HGSE's main web presence, a Drupal site that received over 550,000 pageviews per month and housed essential admissions pathways, multiple publications, directories, etc.
- Established monthly stats huddles for data analysis and business intelligence, collaborated with the director of marketing to establish data studio dashboards that monitored specific KPIs.
- Supervised the Online Content Specialist and collaborated with her to develop key project management paradigms, which resulted in numerous successful deployments including: Redesigning Ed Magazine online, overhauling degree program pages, adding a doctoral student directory, reorganizing the Admissions section, and several more. Provided both IA and development on all projects.
- Worked with our IT systems group to design and implement a GIT-based workflow and deployment protocols for development across three environments.
- Provided consulting on web projects throughout HGSE's broader ecosystem, including reviews of RFPs, responses, statements of work, IA/strategic input, design review, etc.

Harvard Magazine, Cambridge, MA

Web and Technical Support Specialist, prev. Associate Web Developer

May 2013 – Nov 2016

- Managed Harvard Magazine's main web presence, a Drupal site that includes over 50,000 nodes and receives over 300,000 page views a month, including working with our web host to optimize our platform, updating core and third party modules, frequent block construction/configuration.
- Ran bi-weekly meetings of the internal Digital Strategy group that focused on analytics, web trends, and new initiatives for HM's digital presence.
- Completed several major overhauls including: Managing a 5 person team for a full redesign (full theme rebuild), a major version upgrade (Drupal 6 – 7), and a responsive overhaul.
- Developed and implemented IT protocols for officewide workstation management.
- Constructed email templates for editorial and promotional use. Created custom, simplified workflows from Drupal to MailChimp for easy email construction.

Sametz Blackstone Associates, Boston, MA

Digital Media Developer

June 2008 – March 2012

- Clients included: Financial firms (Direxion Investments), Higher Education (MIT, Harvard), Non-profits, and small businesses.
- Managed internal team workflow for several ad campaigns with heavy client interaction.
- Created motion graphics advertisements for Web and TV, including Bloomberg and CNBC.
- Hand coded websites, CMS (WordPress, Concrete5, Drupal) themes and templates.
- Performed basic server deployment tasks (setting up sandboxes, etc).
- Provided office-wide troubleshooting and support.

Education:

Emerson College, Boston, MA

B.F.A. Visual and Media Arts, May 2008

Concentration: *New Media*

GPA: 3.83

Member Gold Key Honor Society