

Edward M. Alonzo, III

917.558.5187 | Edward@TheNewE.com | <http://TheNewE.com>

7711 Callaghan Rd. #602 | San Antonio, TX 78229

Related Employment

Owner/Designer/Developer

The New E 2010 - 2015 (current)

Likes +372%, reach +255% in month for client

Digital communications, marketing, web design and website development for diverse clients.

Brand development, project management, Agile principles, custom coded sites, WordPress, SEO, print/graphic design, Google and Facebook ads and management of social media accounts.

Family Ministry Director

Christ the King - St. Anthony 2010 - 2013

Built community of 20 groups consisting of 500 people during peak months.

Program manager. Researched, managed and marketed projects. Oversaw diverse teams.

Utilized Agile principles. Regularly organized 100+ person events. Taught adult and youth classes.

Junior Associate

Cross Border Communications 2015

Top 10 ranked PR Blog : "PR in Your Pajamas"

Researched user interests and behavior to create targeted communication pieces. Communicated with reporters and placed pieces with Meltwater and other tools. Created and prepared content for blog and social media. Instagram community building. Optimized blog. Graphic design.

Work Samples

Portfolio <http://www.thenewe.com/portfolio/>

GitHub <https://github.com/sirhair>

Education

Masters in Mass Communication

Web Design and Online Communication

University of Florida 2014 - 2015

Graduated With Distinction 4.0 GPA

Studio Art, B.A.

University of Vermont 2009 - 2010

Selected as Top Graduating Artist 3.84 GPA

Bachelor of Liberal Studies

Minor in Philosophy

Iowa State University 2005 - 2009

Student Change Agent 2006

Skills

Design

Mobile-First, Responsive Design, User Experience, Adobe Illustrator, Photoshop, InDesign, Dreamweaver, Fine Arts, Architecture experience .

Languages/Frameworks

jQuery, JavaScript, HTML5, XHTML, PHP, CSS3, Unix, Linux, WordPress, Sass, Compass, Susy, Grunt, Gulp, JSON, C, Git, LAMP stack, Node.js, npm, Angular.js.

PR/Marketing

Meltwater, Hootsuite, Sprout Social, Haro, Mailchimp, Google Analytics, AdWords, Facebook Ads, SEO Optimization, Link Building.

LinkedIn

LinkedIn www.linkedin.com/in/edwardalonzo

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Volunteer Experience

India Service Trips 2006 & 2008

Organized trips to serve poor for small groups. Fund-raised. Provided Hospice care for poor and dying. Spent a total of 8 months in India. Wrote a blog and guide on Organizing Service trips to India

Sisters of Life 2007

Managed painting crew for building a Chapel.

Awards

National Science Foundation Grant 1997

Vermont Studio Center Fellowship 2007

Deans List, Honors Lists, Presidents Honors

Other Employment

Computer Help Desk Consultant

The University of Texas at Austin 2000 - 2001

Help Desk, Phone, Email, and In Person Support. Troubleshooting account and software problems. Worked with and assisted users on Unix, Mac/Apple OS 8 - OS x, Windows and VMS systems

Vermont Studio Center 2007 - 2008

Co-managed kitchen, employees and prepared weekly meals for 70 people.

Community Advisor/RA

Iowa State University 2005-2006

Supported a community of students. Developed and managed area academic and social programs.

Advisor and Program of the Month Sept 2005

Coursework

Graduate Work

Advanced Web Topics 1: Programming and Specialized Topics

Web Interactivity and Engagement

Web Design Principles

Advanced Web Topics 2: Advanced Design

Research Methods in Digital Communications

Digital Communication Theory

Digital Media Layout and Design

Digital Imagery in Web Design

Corporate and Brand Identity on the Web

Professional Internship

Capstone

Selected Undergraduate Work

Computer Science 7 hours

Math 12 hours

Science 25 hours (10 hours physics)

Philosophy 24 hours

Architecture 15 hours

Art 36 hours

Professional Development

Memberships

Professional Management Institute, Graphic

Artists Guild, WordPress Meetup, Online

Marketing Meetup

Professional Service

Wordpress Meetup Presenter

Certifications

Project Management Professional (PMP) - anticipated completion: mid-October 2015