**Technical Skills:**

* HTML, CSS, JavaScript, PHP
* WordPress, SiteCore, Umbraco, Drupal
* Google Analytics
* Divi, Elementor
* Photoshop
* Figma, XD
* Artificial Intelligence (AI)
* Google Ads

**General Skills:**

* Project Management
* SEO
* Technical Communication
* UX/UI Design and Best Practices
* Process Development, Implementation, and Management
* Responsive Design

SKILLS

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| NICK DIAZ |
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| WEB MANAGER / CONTENT SPECIALIST |

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|  | February 2020 – September 2025  Web Administrator, *Lawyers’ Committee for Civil Rights Under Law, Washington D.C.*   * Manage WordPress administration, maintenance, and development, ensuring stable, secure, and high-performing websites using HTML, CSS, PHP, and JS * Lead cross-departmental projects to develop new pages and microsites for key campaigns and events * Provide analytics reporting and strategic guidance to the Digital Director, improving SEO, UX/UI, user acquisition, and overall usability * Oversee feature development to enhance site functionality, and meet evolving organizational needs | |
|  | February 2019 – September 2025 | |
|  | Web Specialist / Creative Developer, *Entrepreneurs’ Organization, Alexandria, VA* | |
|  | * Built, updated, and managed 30+ websites in HTML, CSS, JS, and PHP across WordPress, Umbraco, SharePoint * Directed a small developer team, including full-time employees and freelancers, to deliver reliable, scalable solutions serving global membership and event audiences * Partnered with cross-departmental stakeholders to guide web and app projects from concept through launch and maintenance, aligning business goals with user needs through requirements gathering and analytics that informed ongoing improvements * Trained staff and end users on new platforms and features, ensuring smooth adoption, reducing support requests, and improving self-sufficiency | |
| February 2018 – February 2019 | |
| Front-End Developer / Web Administrator, *Self-Employed,* *Alexandria, VA* | |
| * Engaged in a series of smaller, short-term development projects, including SiteCore and WordPress * Delivered end-to-end website builds and redesigns, ensuring responsive design, accessibility compliance, and seamless content management integration * Partnered with clients across industries to define requirements, troubleshoot issues, and implement scalable solutions that improved performance and user experience * Managed hosting, updates, and technical support to maintain secure and reliable platforms | |

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| February 2016 – February 2018 |
| Web Specialist, *Association of Academic Health Centers, Washington D.C.* |
| * Managed the association’s CMS and email communications, led an overhaul of digital processes and workflows to streamline content delivery, and improve consistency * Directed new feature development to support the evolving needs of a growing international non-profit, and enhance member access to resources * Oversaw a complete website redesign that improved functionality, usability, and increased member engagement |

253-886-8644

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Alexandria, VA

Portfolio: [nicholas-diaz.com](https://www.nicholas-diaz.com/)

LinkedIn: nick-diaz-the-web-guy

WORK EXPERIENCE

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| PROFESSIONAL SUMMARY |
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| Strategic web platform leader with 10+ years of experience driving high-impact websites from concept to launch, redesign, and optimization. Expert at translating stakeholder goals into user-focused digital experiences that boost engagement, reliability, and business performance. Recognized for proactive problem-solving, cross-functional collaboration, and delivering measurable results that strengthen brand presence and support organizational growth. |

CONTACT