

NICK DIAZ

WEB MANAGER / CONTENT SPECIALIST

PROFESSIONAL SUMMARY

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

253-886-8644

nickdiaz977@gmail.com

Alexandria, VA

Portfolio: nicholas-diaz.com

LinkedIn: [nick-diaz-the-web-guy](#)

SKILLS

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

WORK EXPERIENCE

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

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