

Iris Amelia Febres.

iris.febres@gmail.com
linkedin.com/in/irisamelia

Publishing professional with 5+ years of focused experience toward developing content for digital platforms.

Technical Skills.

Digital Publishing/Web

HTML & CSS

XML

EPUB 3 & KF8

Accessibility

Section 508

VPATs

Semantic markup

Content Strategy

Storyboarding

User experience

Information architecture

Design

Adobe InDesign

Adobe Photoshop

Sketch

Experience.

Website and Digital Media Manager, Commonwealth of Massachusetts (Boston, MA)

February 2017–Present

Office of the Treasurer and Receiver General (February to Present)

- Manage special projects in web and content development on behalf of Treasury agencies with Treasury IT
- Recommend and socialize best practices for web development, content management, and information architecture across agencies
- Collaborate with stakeholders for creating, editing, and publishing structured content (e.g., Drupal, Sharepoint)
- Design print and online marketing collateral for event advertisements and other campaigns

Executive Office of the Trial Court (August to December 2017)

- Prepared legacy content for migration to new content management system (CMS) by analyzing and revising information architecture (IA)
- Met with various stakeholders to propose revised IA in light of CMS restrictions and general best practices for web content
- Developed a taxonomy for labeling 1,000+ documents and forms used across 7 departments within the Trial Court for use in Drupal
- Created preliminary project calendar to oversee development of “top content” for migration

Contractor, Macmillan Learning (Boston, MA)

October 2016–February 2017

- Performed extensive quality assurance on 60+ EPUB 3 files with robust documentation and guidance for vendors
- Drafted and circulated guidance toward best practices for quality assurance efforts as well as accessibility concerns
- Recommended improvements for internal QA platform and documentation for errors and warnings for reviewed ebook files

Technical Product Manager, EBSCO Information Services (Ipswich, MA)

July–September 2016

- Refined user stories and acceptance criteria for multiple product backlogs
- Assessed EBSCO interfaces for accessibility and UX concerns using third-party applications
- Documented internal-facing guidelines for accessibility evaluations for platforms and interfaces

Content Engineer, Cengage Learning (Boston, MA)

August 2015–February 2016

- Served as a facilitating, central liaison within an agile product development team
- Documented workflows for internal team training toward successful product feature implementation and maintenance
- Resolved nearly 100 JIRA tickets for a series of digital art history titles requiring the implementation of 1,500+ images

Director, Solutions Architecture (Boston, MA)

February 2014–July 2015

- Facilitated internal sales team members with technical expertise regarding digital book formats and other solutions
- Acted as a client-facing, technical resource for major publishers and media companies (e.g., Nickelodeon, Wiley)
- Guided overseas developers working on deliverables, adhering to specifications given by clients and retailers
- Drafted and revised tailored service proposals for prospective customers under tight deadlines, winning 2 projects
- Managed development and operations of self-publishing platform, leading offshore developers in UX/UI design

eBook Developer, F+W Media/Adams Media (Avon, MA)

August 2012–February 2014

- Created internal documentation and established a templated ebook workflow with custom CSS stylesheets
- Generated 10 ebook files (EPUB/Mobi) per week for the Crimson Romance imprint, adhering to tight deadlines
- Oversaw occasional special edition romance titles for reader promotions with *USA Today*
- Delivered specialized webinars for DigitalBookWorld.com on technical subject matter regarding digital book development

Education & Certifications.

Master of Arts in Publishing & Writing/Electronic Publishing, Emerson College (Boston, MA)

2012

Bachelor of Arts in English, Florida International University Honors College (Miami, FL)

2010