

Iris Amelia Febres.

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References available
upon request.

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

Technical Skills.

Digital Publishing
EPUB 3 & KF8
HTML & CSS
XML (e.g., ONIX)

Accessibility
Section 508
VPATs
Semantic markup

Content Strategy
Storyboarding
User experience
Social media

Design
Adobe InDesign
Adobe Photoshop
Sketch

Experience.

Senior Digital Content Strategist, Office of the Treasury, Commonwealth of Massachusetts (Boston, MA) February 2017–Present

- Collaborate closely with the Director of Digital Engagement to craft effective social media campaigns
- Recommend and socialize best practices for web development, content management and architecture across multiple agencies
- Design wireframes/mockups for department web pages, in addition to print and online marketing collateral

President, Bookbuilders of Boston (Boston, MA) July 2015–Present

- Lead a large nonprofit organization (200+ members) dedicated to networking New England publishing professionals
- Establish and delegate initiatives for communication strategies, outreach projects, and partnerships
- Oversee the Education Committee and execute 6 workshops and panels throughout the year with industry leaders
- Organize major public events that further education of industry trends and challenges

Contractor, Macmillan Learning (Boston, MA) October 2016–February 2017

- Performed extensive quality assurance on 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

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 open-source technologies
- Prepared Voluntary Product Accessibility Templates (VPATs) to fulfill requests from prospective customers
- 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

- Master's Project: Wrote, illustrated, and coded a graphic novella in EPUB and Mobi
- Awarded Graduate Professional Development Grant (\$600) to attend ebook development workshop in Austin, Texas

Bachelor of Arts in English, Florida International University Honors College (Miami, FL) 2010

SAFe Product Manager/Product Owner (Scaled Agile, Inc.) 2016–2017