

Diana Chen



Digital Content & Systems Manager | Website Administrator
Google Workspace Expert | Content Strategy Specialist

PROFESSIONAL SUMMARY

Seasoned Front-End Developer with a decade of expertise in crafting innovative web solutions, specializing in elegant code architecture and scalable development strategies. Proven track record of delivering high-performance, user-centric digital experiences that drive technological excellence and business growth.

CONTACT

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WORK EXPERIENCE

Web & Multimedia Manager | 2025-Present

Christian Daily International

- Plan, implement, and maintain organization's website, ensuring optimal performance and security
- Manage Google Workspace environment, including user accounts, core services configuration, and technical support
- Develop and execute social media content strategies that align with marketing objectives
- Monitor website analytics and implement SEO strategies to improve traffic and engagement
- Create and manage content calendars across all digital platforms
- Troubleshoot technical issues and provide timely resolution for website and Google Workspace concerns

Web & Multimedia Manager | 2020-2025

World Evangelical Alliance

- Systems & Platforms Administration
 - Managed Google Workspace environment for 500+ users, implementing security protocols and maintaining 99.9% system uptime
 - Administered Microsoft Office 365 tenant environments, optimizing cloud solutions and reducing system downtime by 30%
 - Configured and maintained Norton Antivirus environment, implementing data leakage prevention and vulnerability management protocols
 - Orchestrated domain management and DNS configurations across multiple platforms
 - Developed and implemented email signature standards across multiple mail clients, ensuring brand consistency
- Website & Analytics Management
 - Managed and maintained 20+ WordPress websites, including database administration, security updates, and content management
 - Implemented Google Analytics tracking across websites, creating custom dimensions and metrics to capture critical data points
 - Optimized website performance and security, achieving 99% uptime across all platforms
 - Configured and maintained donation widget systems through Donorbox
 - Created and managed custom reports and dashboards to effectively communicate insights to stakeholders

- Salesforce Administration
 - Managed Salesforce platform for 2,500+ end users, maintaining database integrity and implementing system improvements
 - Developed and implemented custom forms and workflows, resulting in 25% improved business process efficiency
 - Provided comprehensive user training and support, ensuring high adoption rates across the organization
- Creative & Content Production
 - Designed professional business cards using Adobe Illustrator, maintaining brand consistency
 - Produced and edited corporate videos, contributing to 15% increase in internal communication effectiveness
 - Implemented innovative motion graphics and editing techniques, improving viewer retention by 25%

Senior Frontend Developer | 2018-2020

Newsweek

- Converted Sketch and Adobe XD designs into fully responsive websites using HTML5, CSS3, and JavaScript while optimizing for multiple browsers and devices
- Executed precise UI/UX implementations by translating designer mockups into functional web components
- Architected scalable SCSS framework for streamlined theme customization and efficient stylesheet management
- Followed Git workflow best practices including feature branching, meaningful commits, and proper merge protocols

Senior Frontend Developer | 2017-2018

Newsweek Media Group

- Delivered pixel-perfect web implementations through close collaboration with UI/UX design team
- Built and maintained modular SCSS architecture to enhance code reusability and simplify theme modifications
- Developed responsive, cross-browser compatible websites by translating design mockups into clean HTML5, CSS3, and JavaScript code
- Maintained code integrity using Git version control with structured branching strategies and detailed commit documentation

Graphic Designer & Frontend Developer | 2012-2016

IBT Media

- Front-End Development
 - Transformed visual web designs into responsive, high-performance code using HTML5, CSS3, and JavaScript, ensuring cross-browser compatibility
 - Implemented and maintained SCSS systems for consistent website theming and improved code maintainability
 - Collaborated with design teams to ensure pixel-perfect implementation of UI/UX designs
 - Utilized version control best practices through Git, maintaining clean commit history and efficient branching strategies
- Design & Brand Management
 - Created and implemented comprehensive office design systems, maintaining brand consistency across physical spaces
 - Designed and produced professional marketing collateral including business cards, flyers, and promotional materials
 - Developed standardized branding templates to ensure consistent visual identity across all materials
 - Managed office signage systems including cubicle identification and wayfinding solutions

ACADEMIC HISTORY

Olivet University | 2014

Master of Arts Graphic Design

New York University | 2011

Master of Science Nutrition and Dietetics

New York University | 2008

Bachelor of Arts Biochemistry

Minor in Mathematics and Computer Science

SKILLS

Technical Proficiencies

- Cloud Platforms: Google Workspace, Microsoft 365, Salesforce
- Security: Norton Antivirus, Data Protection, Access Management
- Web Technologies: WordPress, HTML5/CSS3, Google Analytics, Bootstrap
- Creative Tools: Adobe Creative Suite, Video Editing Software, Canva
- Email Clients: Gmail, Outlook, Apple Mail, Mozilla Thunderbird
- Preprocessors: SCSS/Sass
- Version Control: Git
- Cross-browser Testing
- Responsive Design

Core Competencies

- System Administration
- Security Management
- Database Administration
- Content Management
- User Training & Support
- Project Management
- Technical Documentation
- Performance Optimization
- Brand Identity Development
- Marketing Collateral Design
- Office Space Design
- Visual Communication
- Typography