

JAN MANANSALA

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EDUCATION

The Art Institute of Houston

*B.A. in Web Design and
Interactive Media*

Graduated in December 2013

Term GPA: 3.95 / Cum GPA: 3.53

TECHNICAL

Adobe Suite CS6 (Includes Photoshop, Dreamweaver, Illustrator, and Flash)

Microsoft Office Applications (Includes Word, Excel, PowerPoint and Outlook)

Programming Languages (Includes experience in HTML5, CSS3, and
JavaScript/jQuery)

Project Management Programs (Includes Asana, JIRA, and Smartsheet)

Creative Tools (Canva, Figma and Inkscape)

WORK HISTORY

Texas Regional Physicians

DIGITAL PRESENCE DIRECTOR

Houston, TX

April 2023 - Present

- Direct the organization's digital presence by managing the corporate website, social media platforms, and digital asset library, supporting multiple specialties and physician practices.
- Increased website page views by approximately 60% through strategic website enhancements, SEO optimization, and content development.
- Developed and executed social media strategies generating an average of 3,000 monthly organic views across Facebook and Instagram.
- Designed and produced digital and print marketing collateral, including brochures, advertisements, physician profiles, event materials, and patient education resources.
- Delivered creative assets for corporate-sponsored events with 500+ attendees, strengthening engagement with healthcare professionals, attorneys, and community partners.
- Coordinated marketing materials for community health fairs serving 100+ participants, ensuring consistent branding across flyers, brochures, signage, and promotional materials.

Gap Inc.

WEB CONTENT DEVELOPER – Contractor

Remote

January 2021 - July 2022

- HTML 5/CSS/JavaScript/React.js development and site production
- Responsive web content development
- Mobile web development experiences

Association of Certified Fraud Examiners

WEB DESIGNER AND DEVELOPER

Austin, TX

April 2019 - January 2021

- Association member website redesign project from Ektron to Sitecore
- Design and develop landing pages and site templates
- Design and develop emails for campaigns and conferences

Gap Inc.

WEB CONTENT DEVELOPER

San Francisco, CA

April 2017 - April 2019

- HTML 5/ CSS/JavaScript development and site production
- Responsive web content development
- Mobile web development experiences

Banana Republic – Gap Inc.

ASSOCIATE WEB PRODUCER

San Francisco, CA

October 2015 - April 2017

- Coordinates project activities from various business partners
- Ensures projects are launched on time and meets initial requirements
- Drives the review and final sign-off of site content by assisting in leading key meetings

Forthea Interactive Marketing

DEVELOPER

Houston, TX

April 2015 - October 2015

- Worked with clients and team to gather business, user and marketing requirements
- Built project plans based on requirements and all relevant technical considerations
- Transformed designs into standards-based code using HTML, CSS and JavaScript

FuelFX Inc. Houston, TX

PROJECT MANAGER OF WEB DEVELOPMENT

January 2014 - April 2015

- Managed team of web contractors and project deadlines
- Communicated with clients on project statuses and proposals
- Worked with designers, developers and programmers in a team setting

Schipul - The Web Marketing Company

WEB DEVELOPER and DESIGN INTERN

Houston, TX

February 2012 - January 2014

- Assisted Project Managers with releasable projects
- Gained knowledge on CMS and design related projects
- Composed web designs for potential clients