

- - - ALLEY HECTOR - - -  
alley@qpdx.com - - - [www.alleyhector.com](http://www.alleyhector.com)

### **Attributes**

- - - Team leadership, self-starter, excellent communication, critical thinking, creative, multi-tasking, flexibility, problem-solving, enthusiasm, team player, strong, fast writing and coding skills.

### **Skills**

- - - Product and content management and analysis, Agile/SCRUM methodology, Github/version control, Javascript/React, HTML, (S)CSS, PHP, social media, SEO, mobile optimization, Adobe Creative Suite, audio/video editing, copywriting/editing.

## **- - - EXPERIENCE - - -**

### **Director of Technology, Chani Nicholas Inc, March 2021 – present**

- - - Headed the technology department of a queer astrological company and produced our podcast and all associated audio. Oversaw a product line including an iOS mobile application, e-commerce site, blogging platform, React based web chart tool and others. Lead initiatives to produce new Android and web applications as well a custom API for astrological calculations. Worked closely with marketing, production, and content to ensure consistency in brand and copy. Interfaced with outside vendors hosting our astrological mathematical APIs and any other third-party systems.

### **Software Engineer, Folx Health, October 2020 – March 2021**

- - - Lead the creation and implementation of a library of articles for a transgender health company. In this contract job I worked with the lead designer and wrote the front end code for this library built in Gatsby JS connecting to a CMS called Butter.

### **Freelance Writer, July 2003 – present**

- - - Publications I have contributed to include *Nylon*, *The Advocate*, *INTO*, *The Daily Dot*, *Autostraddle*, *Just Out*, *After Ellen*, *OregonLive*, *DVD Talk*, *Willamette Week*.

### **Content Specialist, Travel Portland, Mad Fish, et al, December 2018 – March 2021**

- - - Performed copywriting and editing for various commercial blogs, infographics, websites and other commercial digital content with an emphasis on travel and technology.

### **Software Engineer, TransitScreen, May 2016 – August 2018**

- - - Coded full stack for a company specializing in real-time transportation data. Wrangled APIs. Headed new product implementations. Maintained Wordpress site, redesigned and implemented new site in Node.js. Trained Customer Success. Liaised with marketing.

### **Web Developer, Alta Bicycle Share/Motivate, March 2012 – August 2016**

- - - Full stack developed and designed mobile optimized sites, APIs, workflow systems.

**Contributing Editor, Autostraddle, July 2014 – July 2015**

- - - Wrote and edited for the largest independently run queer women's website. Sections include technology, entertainment, lifestyle and news.

**Editor-in-Chief, Just Out, March 2012 – May 2013**

- - - Managed the Editorial department and website of a local LGBT focused magazine. Developed story ideas, tracked events and issues. Wrote features and edited copy. Hired freelance contributors and assisted Art Director with photography and layout.

**Founder/Editor-in-Chief, qPDX, March 2005 – March 2012**

- - - Founded and produced a queer news, events and culture web publication.

**Web Services Specialist, Alta Planning & Design, June 2010 – March 2012**

- - - Developed web applications. Maintained servers and storage. Supported users.

**Web Producer, OregonLive.com, February 2005 – February 2009**

- - - Maintained Entertainment pages daily including the promo copy, image editing and html. Wrote daily online opinion pieces. Headed blog and community building committee.

**- - - EDUCATION - - -**

**Smith College, Northampton, MA 01063, Graduated 2003, GPA 3.6**

**Majors in** Women's Studies with an emphasis in literature and writing, Studio Art with a concentration in web and graphic design.

**Relevant coursework in** Media & Culture Studies, Digital Multimedia, A/V, Art History.