

--- ALLEY HECTOR ---

LinkedIn: <https://linkedin.com/in/alleyhector> - - - Github: <https://github.com/alleyhector>

--- SUMMARY ---

Results-driven technology leader and software engineer with 15+ years of experience in digital product management, web development, and content creation. Proven ability to lead cross-functional teams, architect scalable applications, and deliver impactful content. Expertise in frontend development, project management, and strategic planning.

--- SKILLS ---

- **Technical:** AI/ML, TypeScript, React/Native, Node.js, CSS frameworks (Tailwind, Bootstrap), HTML, PHP, Git, REST/GraphQL API integration, WordPress, AWS (Lambda, Cognito, S3), automated testing (Jest, CircleCI, GitHub Actions)
- **Product & Project Management:** Agile/SCRUM, content strategy, SEO, analytics, Jira, Trello, user research, stakeholder management, a11y, KPIs/metrics analysis
- **Creative:** Copywriting/editing, audio/video production, Adobe Creative Suite, Figma/prototyping, wireframing, brand strategy

--- EXPERIENCE ---

Director of Product

Chani Nicholas Inc | March 2021 – Feb 2024

- Led a global team of 8 engineers, managing a product line including an iOS app, e-commerce site, React-based web tools and AI enhancements, increasing our MAU 50%.
- Spearheaded Android and web app development, doubling the user base.
- Managed vendor relationships for hosting APIs and integrated third-party systems.
- Produced and edited the company's podcast, enhancing engagement.

Software Engineer

Folx Health | October 2020 – March 2021

- Built a Gatsby-based frontend for a content library, integrating with ButterCMS.
- Collaborated with designers to deliver a seamless user experience.

Freelance Writer

July 2003 – Present

- Contributed to *Nylon*, *The Advocate*, *INTO*, *The Daily Dot*, *Autostraddle*, *Just Out*, and *Willamette Week* specializing in technology, culture, and entertainment topics.

Content Specialist

Travel Portland, Mad Fish | December 2018 – March 2020

- Executed content strategy and SEO for travel and tech clients, increasing organic traffic.
- Created blogs, infographics, and mobile-optimized digital content.

Software Engineer

TransitScreen | May 2016 – August 2018

- Developed full-stack solutions for transportation data products, focusing on API integration.
- Migrated the company site from WordPress to Node.js, boosting performance.
- Trained Customer Success on new product features.

Web Developer

Alta Bicycle Share/Motivate | March 2012 – August 2016

- Built mobile-optimized websites for 10 major bike share systems, integrating APIs.
- Supported high-traffic launches and maintained site stability.

Contributing Editor

Autostraddle | July 2014 – July 2015

- Wrote and edited content on technology, entertainment, and lifestyle for a top independent queer platform.

Editor-in-Chief

Just Out | March 2012 – May 2013

- Directed editorial content and managed digital presence for an LGBTQ+ magazine.
- Recruited, hired, and managed a team of freelance writers, photographers, and designers, ensuring high-quality, inclusive content.
- Oversaw editorial calendar and collaborated on layout design to enhance reader engagement.

Founder/Editor-in-Chief

qPDX | March 2005 – March 2012

- Launched and led a prominent local publication focused on queer news and culture in Portland.

Web Services Specialist

Alta Planning & Design | June 2010 – March 2012

- Developed custom web applications and managed server maintenance.

Web Producer

OregonLive.com | February 2005 – February 2009

- Managed daily updates for the Entertainment section and led community engagement initiatives.

- - - EDUCATION - - -

Smith College

Northampton, MA | Graduated 2003 | GPA: 3.6

- **Majors:** Study of Women & Gender (literature/writing focus), Studio Art (digital design focus)
- **Relevant Coursework:** Computer Science, Digital Multimedia, A/V Production, Media & Culture Studies, Art History

- - - ADDITIONAL INFORMATION - - -

- LLM and AI trainer.
- Early adopter and advocate of emerging digital and social media platforms.
- Active contributor to open-source projects and community-driven technology initiatives, especially in active transportation.
- Spent 3 months on a solo bike packing trip and hiking the Camino de Santiago.