

## --- ALLEY HECTOR ---

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

## --- SUMMARY ---

Results-driven technology leader and software engineer with 10+ 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 ---

### Senior Technical Product Manager

*Scholastic Arts & Writing Awards | March 2025 – Present*

- Lead the comprehensive rebuild of the organization's primary database, managing extensive datasets for students, educators, affiliates, and administrators.
- Oversee modernization of systems supporting the annual Scholastic Awards process, from submissions to judging and recognition.
- Direct all technology-driven projects to align with the mission of empowering young creatives, ensuring both operational excellence and long-term sustainability.

### 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.

## **Web Developer**

*Alta Bicycle Share/Motivate | March 2012 – August 2016*

- Built mobile-optimized websites for 10 major bike share systems, integrating APIs.

## **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/Founder**

*Just Out & qPDX | March 2012 – May 2013*

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

## **Additional Experience**

*Web Services Specialist, Alta Planning & Design | 2010 – 2012 |* Web applications and server maintenance.

*Web Producer, OregonLive.com | 2005 – 2009 |* Entertainment and community engagement.

## **- - - 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 - - -**

- 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.