

# Neil Link

## Web Maintenance Specialist

My name is Neil Link and my passion is making great digital products. My experience has given me a great sense of higher education and healthcare needs, combined with a deep understanding of user behavior and content strategy.



### JOB EXPERIENCE

#### WEB MAINTENANCE SPECIALIST

Columbia University, P&S Office of Communications, New York, NY  
Mar 2015 – Present

- Lead client support by managing and assisting with requests while ensuring tasks are handled in a timely manner on all web properties
- Be an expert on Columbia Products and content while acting as a liaison between the team and clients to ensure requirements and needs are met
- Help develop strategic policies and procedures and coordinate the improvement of internal / external support applications and training resources

#### WEB DEVELOPER

Columbia University, Department of OBGYN, New York, NY  
Nov 2012 – Mar 2015

- Manage and support all internal / external sites for OBGYN and Pediatrics
- Design, develop, and build new sites using WordPress

#### WEBSITE ADMINISTRATOR

UNC, Department of Emergency Medicine, Chapel Hill, NC  
Apr 2009 – Jan 2013

- Create and maintain a website exemplifying web industry standards and UNC school standards, all while abiding to HIPPA policies and procedures



### EDUCATION

#### BACHELOR OF SCIENCE: DESIGN

East Carolina University, Greenville, NC, 2006

- Concentration in Architectural, Mechanical and Graphic Design
- Minor in Business Administration



### ACKNOWLEDGMENTS

#### EAGLE SCOUT AWARD

Boy Scouts of America, 2001

**36TH, GROWTH HACKING: TOP 100 INFLUENCERS & BRANDS**  
analytica.com, 2015



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### SKILLS

#### PROFESSIONAL SKILLS

- Drupal
- WordPress
- HTML
- CSS
- Invision
- Zeplin
- Dreamweaver
- Photoshop
- Illustrator
- JIRA
- Confluence
- Basecamp
- User Experience Strategy
- Content Architecture
- HIPAA policies and procedures
- Microsoft Office

#### PERSONAL SKILLS

- Proactive and results-oriented with a great sense of creative and critical thinking
- Work well across multiple teams and stakeholders, interfacing effectively with design, development and production
- Outstanding team player and strong cross functional team leader
- Attention to detail with excellent problem solving skills
- Excellent verbal and written communication