

Joel Villarini Falbe

Ave. Felisa Rincón de Gautier Cond. Colina Real 1204 San Juan, PR 00926
joelvillarini@gmail.com www.fivereasonstohireme.com 787.225.6856



Professional Profile

- Web development, strategy planning, implementation and site maintenance.
- Passion for social media, active user engagement and online communities.
- Content marketing and multi-channel distribution (video, podcasting, email, mobile).
- Online group/community development and management.
- Active blogger and podcaster. Expert user of Wordpress, Facebook, Tumblr and Twitter.
- Weekly radio speaker on Internet and Technology news (Fidelity & 107.3 Mi Emisora).
- Fully bilingual English & Spanish. Solid writing skills.

Software & Tools

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|-----------------------|----------------------|
| Adobe Dreamweaver | Google AdSense/Words |
| Adobe Fireworks | Google Analytics |
| Adobe Illustrator | Microsoft Office |
| Adobe LiveCycle | Microsoft Sharepoint |
| Adobe Photoshop | Feedburner & RSS |
| Audio & Video Editing | Wordpress |
| Feedburner | XHTML & CSS |

Professional History

2009

MMM Holdings, Inc.

San Juan, Puerto Rico

Webmaster

- Designed and updated compliant websites that followed strict federal section 508 accessibility guidelines.
- Managed content on Sharepoint intranet and websites.
- Prepared over 50 accessibility compliant documents.

2005 - 2009

Uno Radio Group (Noti Uno, Salsoul, Fidelity & Toca de Tó)

San Juan, Puerto Rico

Webmaster & Podcasting Director

- Designed and managed radio station websites that together averaged in over 250,000 monthly unique visitors.
- Implemented a Podcasting solution for 17 radio shows that averages over 200,000 monthly downloads.
- Created customized blogs, MySpace pages, Facebook groups and fan pages for several radio talkshows.
- Lead audience research through website marketing studies & exclusive contests.
- Collaborated on all website content (information gathering, content preparation, launch and results reporting).
- Supervised and trained employees in podcast editing and distribution.

2001 - 2004

Rama Judicial de Puerto Rico

Hato Rey, Puerto Rico

Web Designer

- Redevelopment of 900+ page website and Intranet sites.
- Worked with public documents and forms and turned them into PDF format.
- Designed promotional posters, brochures and logos for public and office use.

Education

1997 - 2001

University of Denver

Denver, Colorado

Bachelor of Arts in Digital Media Studies

- Minors in Marketing & Communication.

Awards & Recognitions

- **Uno Radio Group:** Employee of the Month for October 2007.
- **Rama Judicial de Puerto Rico:** Winner of logo contest for the "Centro de Mediación de Conflictos".