

# DANIEL JUAN ASCENCIO

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## **PROFESSIONAL SUMMARY**

Web Producer with 3+ years of experience managing the full lifecycle of digital projects across enterprise CMS platforms, including AEM, Headless Drupal, and WordPress. Proven ability to translate complex technical constraints into clear, actionable language for non-technical stakeholders, and to coordinate across cross-functional teams to deliver on time and on brief. Experienced working within an agency model, with direct client exposure and a background in sales that makes building trust with clients and stakeholders second nature. Equally comfortable in a sprint planning session with developers and a strategy conversation with a marketing director.

## **EXPERIENCE**

### **OKTA (VIA NMQ DIGITAL)**

Portland, OR (Remote)

#### Web Producer

March 2023–November 2025

- Managed the production lifecycle for high-traffic marketing pages using Headless Drupal, collaborating with front-end developers to ship updates via modern frameworks before the final migration to AEM.
- Executed content deployments in a Headless Drupal environment, monitoring build status via Slack and validating staging environments against production to ensure accurate delivery.
- Managed the intake and prioritization roadmap for web updates using Asana, coordinating sprints between marketing stakeholders and front-end developers.
- Facilitated the global migration of 500+ core web assets (Product, Legal, Events) from Drupal to Adobe Experience Manager (AEM), manually rebuilding complex page layouts to ensure a seamless transition to a modern self-service architecture with zero downtime.
- Defined technical requirements for a flexible 'Card' module to replace rigid layout constraints, enabling the team to build complex 5-column rows without custom code.
- Enabled a departmental shift to a self-service publishing model by authoring and maintaining 20+ technical Standard Operating Procedures (SOPs) in Atlassian Confluence, empowering cross-functional teams to launch compliant blog posts and pages without direct intervention.
- Updated the 'Oktane on the Road' landing page logic to sort events by date rather than location, which reduced bounce rates and improved user engagement during high-traffic periods.
- Mitigated legal risk and improved SEO performance by executing WCAG 2.1 AA remediation audits on high-traffic pages, correcting critical code-level errors in heading structures, alt text, and broken links across global regions (AMER, EMEA, APAC).
- Collaborated with 10+ cross-functional stakeholders (including Legal, Product Marketing, and Engineering) to deliver accurate, on-brand digital assets while adhering to strict corporate compliance standards.

### **PIXELSPOKE**

Portland, OR (Remote)

#### Account Coordinator Intern

June 2022–January 2023

- Spearheaded the development and launch of a custom Teamwork CRM system, standardizing lead tracking workflows and significantly reducing administrative time for client onboarding.
- Maintained content integrity for credit union client websites using WordPress, ensuring 100% adherence to brand guidelines and WCAG accessibility standards.
- Participated in recurring client meetings with OnPoint Credit Union, building strong rapport with stakeholders and supporting the account manager in maintaining a productive working relationship throughout an active site refresh project. Resolved issues surfaced during meetings, including broken links and missing alt text, ensuring timely follow-through between sessions.
- Authored internal process templates for project estimation and scoping, improving operational consistency and accuracy for the account management team.
- Partnered with Operations Managers to identify website improvement opportunities, translating technical constraints into clear strategic recommendations for clients.

### **T-MOBILE**

Salem, OR

#### Customer Loyalty Expert / Mobile Expert

May 2013–September 2022

- Resolved complex customer escalations during the high-stakes Sprint/T-Mobile merger, maintaining high retention rates through strategic problem-solving and tailored solutions.
- Managed high-volume customer accounts, ensuring accurate data entry and adherence to corporate privacy policies while supporting national social engagement initiatives.

### **AT&T**

Salem, OR

#### Sales Supervisor / Sales Associate

June 2012–May 2013

- Oversaw store operations and sales floor logistics, implementing team performance strategies that consistently exceeded district goals.
- Built and implemented customer-centric operational protocols, resulting in multiple consecutive months of exceeding sales and service targets.

## **EDUCATION**

**PORTLAND STATE UNIVERSITY**

Portland, OR

*Bachelor of Science in Business Administration, Marketing*

- Dean's Student Circle, American Marketing Association, Multicultural Business Student Association
- Ford Foundation Scholar

**SKILLS**

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- **Web & CMS:** Adobe Experience Manager (AEM), Headless Drupal, WordPress, Content Publishing, HTML/CSS, Metadata Management
- **Operations & Project Mgmt:** Atlassian Confluence, Jira, Asana, Teamwork CRM, SOP Development, Agile Methodologies
- **Compliance & Analytics:** Google Analytics 4 (GA4), WCAG 2.1 AA Accessibility, SEO Best Practices, Data Analysis
- **Software:** Microsoft Office Suite (Excel, Word, PowerPoint, Teams, SharePoint), Adobe Creative Cloud, Google Workspace
- **Languages:** English (Native), Spanish (Bilingual/Fluent)