

# Alex Beuscher

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## Overview

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I have more than twenty years of experience working in marketing. I have originated digital campaigns, worked with stakeholders on high profile web properties, and managed several small teams to success. I also have experience as a storyteller, voice over artist, and video producer. I enjoy working with other people to create new and entertaining things - be they ad campaigns, products, or experiences.

## Skills

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- Marketing* SEO, Content Strategy, Analytics, Localization, Storytelling, Audio / Video production
- Languages* JavaScript, React, Node, HTML, CSS, GraphQL, GROQ, PHP
- Applications* 11ty, Marketo, ZenDesk, AWS Services, Git, Figma, Gatsby, Final Cut Pro, OneTrust, Sanity.io, Contentstack, Wordpress, and others.

## Experience

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- 2020 – 2023 Senior Web Developer, Skydio, San Mateo, CA**  
Skydio.com's stack consists of Eleventy and Sanity.io. I managed several contractors in this role and worked with stakeholders to continuously improve the company's marketing site. I also assisted security with GDPR and CCPA compliance.
- 2019 – 2021 Senior Web Developer & Team Lead, Contentstack, San Diego, CA**  
In this role I managed and mentored a team in Mumbai, India. The marketing and documentation sites were built using the company's headless CMS product along with Gatsby. I also provided voice over work and copy writing for their docs.
- 2017 – 2020 Senior Web Developer, Dynamic Signal, San Bruno, CA**  
This was a remote position, working with Wordpress, ZenDesk, and Marketo on the company's web properties including their marketing and support sites. I also worked on the company's product docs and with their security team on compliance.

*complete portfolio and job history available at [alexbeuscher.com](http://alexbeuscher.com)*

**2013 –2017 Senior Web Developer, 2K Games, Novato, CA**

My role at 2K involved front and back end development on sites supporting our various game titles and other web properties. Security, localization, and usability were a primary focus. I also participated in regular security audits to ensure ongoing compliance with GDPR, CCPA, and additional security work due to the nature of the company's IP.

**2008 –2011 Online Content Director, WAAF & Mike FM (Entercom), Allston, MA**

At WAAF and Mike FM, I managed a team of content producers, and worked in a variety of roles to support and create video, web, and mobile content for our listeners in conjunction with our station's on-air personalities as well as local and national celebrities. I also supported our sales department by creating branding opportunities in our web promotions and linkage to on-air programming.

## **Education**

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BFA in Creative Writing, Emerson College