

Marco Acosta

Web Developer & Graphic Designer

Bellingham, MA 02019

CONTACT: ACOSTA.MARCO@HOTMAIL.COM | PHONE: (508) 507-9896 | macostaportfolio.info

Profile

Experienced web developer with fast-paced retail eCommerce production, CMS-driven development, and performance-focused site updates. Bridging design, engineering, and functionality to ship clean, reliable user experiences.

Experience

Coach, Inc (Tapestry, Inc), New York, NY

- Web Production Manager (2021-2026)

- Responsible for creating, developing, and maintaining day-to-day web content for the company's Full Price retail site. Collaborate with cross-functional teams to deliver critical production updates in a fast-paced environment.
- Responsible for updating functional videos on every product display page on the site.
- Support the company's full price retail site operations with troubleshooting, navigation, functionality videos, CMS-driven content releases, customer membership, customization monogramming, Narvar, copy content updates, and removal.
- Lead teams staging validation and any updates and callouts for all site uploads to ensure smooth delivery.
- Responsible for month-to-month Monogram updates and launches for customizable ready products on the site.
- Coordinate daily replications and partner with performance teams to resolve traffic-related issues. Troubleshoot low vs. high traffic performance live on site with performance teams.

- Web Production Assistant Manager (2018-2021)

- Responsible for creating and uploading web content for full-price, Europe, Outlet, and world sites.
- Test customization, digital printing, and Made-to-Order experiences. Provided feedback where needed.
- Responsible for supporting the EOS team with uploads to the Coach Outlet site.
- Set up redirects for the eCommerce business and SEO teams.
- Coordinate and create JIRA tickets for upcoming replication and replication freeze requests.
- Manage the monogramming process by rendering products, verifying monogram placements, and making sure monogrammed products are ready for production.
- Managed UAT testing, SEO redirects, Jira workflows, and customization features while ensuring production readiness.

New York Daily News, New York, NY

- *Graphic Designer (2016-2017)*

- Responsible for designing new newspaper layouts on a daily basis. Complete layout including placements for headers, articles, advertisements, and photo edits.
- Fast-paced environment adheres to strict daily editorial deadlines.

Project Group LLC, New York, NY

- *Graphic Designer (2015-2016)*

- Collaborated with the Art Director on product development and packaging design. Prepared final presentations and 3D renderings.

MHAAC, Atlanta, GA

- *Graphic Design Intern (2014)*

- Responsible for designing advertisements such as Logos, stickers, banners, posters, brochures, invitations, and social media graphic content for Facebook and Twitter.

Education

General Assembly - *Web Development 2017*

Queens College - *B.S. Graphic Design 2015*

Skills

HTML, CSS, JavaScript.

CMS / Platforms: Demandware, Ampliance, Salesforce, Narvar, GitHub

Tools: Figma, Jira, Confluence, Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects)

Language: English, Spanish