

Yeiry Arce Castellón

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Professional Summary

Detail-oriented **Web Developer / Web Content Developer** with 5+ years of experience managing large-scale CMS ecosystems for global brands such as ExxonMobil and Johnson & Johnson. Strong expertise in web content publishing, accessibility compliance, SEO, and HTML/CSS implementation within platforms like AEM, Sitecore, and WordPress. Skilled in process optimization and cross-team collaboration to ensure scalable and high-quality digital experiences.

Core Competencies

- **Web Content Management:** (AEM, Sitecore, Wordpress)
- **Development:** HTML, CSS, Bootstrap, Tailwind, JavaScript, Basic Front-End Scripting (GSAP, React, Next JS, TS)
- **SEO:** Google Analytics, Google Tag, Google Search Console
- **Accessibility & Performance Optimization**
- **Team Collaboration, Documentation, Training**
- **Graphic Design:** UX/UI, Adobe Creative Suite, Figma
- **Marketing tools:** Meta, Google Ads, Mailchimp, HubSpot y SFDC

Professional Experience

- **Senior Web Content Publisher – PGD (Publicis Groupe Delivery) | Nov 2024 – Aug 2025**
 - Published and maintained content in AEM for the Johnson & Johnson account, ensuring consistency and compliance
 - Structured digital assets (copy, images, components) according to design system and SEO standards.
 - Conducted detailed QA testing, ensuring accessibility, responsiveness, and performance optimization.
 - Created documentation and streamlined asset upload workflows, improving publishing efficiency.
 - Mentored a junior publisher and supported AI-based productivity initiatives.
 - Partnered with Front-End teams with GSAP animations, and reusable HTML templates to use in Banner Ads in CM360.
- **Web Content Manager – Accenture | 2021 – 2024**
 - Managed content updates across 150+ multilingual websites for ExxonMobil brands (Esso, Mobil, and Exxon), ensuring brand consistency and technical accuracy across multiple business lines and regions.
 - Collaborated closely with marketing and analytics teams to implement and monitor A/B testing campaigns, optimize landing page performance, and support global marketing initiatives.
 - Worked on Salesforce Pardot integrations for web forms, ensuring accurate data capture and seamless alignment with marketing automation workflows.
 - Partnered with the backend development team to test and document new components during website enhancements, ensuring stable releases, accessibility compliance, and flawless functionality..
 - Applied WCAG accessibility and SEO best practices across all site updates to enhance UX and global search visibility.
 - Created internal tools and automation checklists to streamline publishing workflows, improving team efficiency
- **Web Content Instructor – Academia 4.0 | 2022**
 - Taught HTML, CSS, JavaScript, SEO, and Google Analytics to aspiring web developers
 - Designed interactive lessons and guided project-based learning.
- **Freelance Digital Marketing & Web Developer | 2015 – 2021**
 - Managed end-to-end digital marketing campaigns, from creative brief and concept development to implementation, optimization, and performance reporting.
 - Planned, executed, and monitored multichannel funnels integrating Google Ads, Meta for Business, and Mailchimp to drive qualified traffic and lead generation.
 - Built and optimized WordPress landing pages with a strong focus on CRO, UX/UI and SEO.
 - Defined and tracked KPIs to evaluate campaign effectiveness and improve ROI.
 - Designed Key visuals and content assets aligned with brand strategy, ensuring consistency across digital touchpoints.
 - Implemented A/B testing and data-driven improvements to refine messaging and increase engagement throughout the user journey.
- **Graphic Designer – The People Beat | 2012 – 2015**
 - Collaborated with global pharmaceutical clients such as GSK (GlaxoSmithKline) and Pfizer, creating visual materials for leading healthcare brands including Zentel, Panadol, Sensodyne, Corega, Advil, and Salt de Andrews.
 - Designed and produced a wide range of marketing assets, from internal branding and corporate signage to Key Visuals and advertising materials for large-scale campaigns including on social media GSK Caricam.
 - Developed email templates and digital layouts for promotional and educational content.

Education

Diploma Web Developer - Cyber U 2013 | Diploma Graphic Designer - Colegio Universitario Boston 2011
Multiple professional courses and certifications in Digital Marketing, SEO, and Web Technologies.