**FERDINAND (FERDIE) DeVEGA**

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## **EXPERIENCE**

**BayCare Health System,** Clearwater, FL

* Web Content Coordinator, Marketing & Communications Department, May 2015 to Present
  + As part of the Digital Marketing team, responsibilities include creating and maintaining content via Sitecore on [BayCare.org](http://www.baycare.org), the public-facing website of BayCare Health System and its 15 hospitals in the Tampa Bay area; email marketing campaign strategy, content creation and distribution via Salesforce Marketing Cloud; and search engine optimization of several service line pages on [BayCare.org](http://www.baycare.org)

**Full Sail University,** Winter Park, FL

* Course Director, Internet Marketing Degree Programs, April 2014 to May 2015
  + Responsibilities included online teaching, advising students, curriculum development and instructional planning

**Moffitt Cancer Center,** Tampa, FL

 Supervisor of Web Strategy, Public Relations & Marketing Department, April 2012 to April 2014

o Supervised the Web designer and video production team

o Managed the strategic direction of the websites and other digital initiatives of Moffitt, the only Florida-based Comprehensive Cancer Center designated by the National Cancer Institute

o Oversaw Moffitt’s YouTube channel and assisted media relations team with administration of Facebook fan page

o Created and edited content for Moffitt websites with Bridgeline Digital’s iAPPS content management system (CMS) and SiteFinity CMS; used HTML skills to edit content on pages; and edited photos using Gimp

o Led the successful launch of the redesigned [Moffitt.org](http://www.moffitt.org) – coordinating the efforts of the project team, including Public Relations & Marketing staff, vendor and internal information technology staff – and the Spanish version of the site

 Multimedia Content Editor, Public Relations & Marketing Department, December 2010 to March 2012

o As a member of the Media Relations team, wrote press releases and created content for Moffitt’s print and online publications, primarily working with Moffitt scientists to promote their research

o Copy edited and proofread print publications

o Escorted media members who visit Moffitt’s campus to interview faculty and staff

o Fielded media inquiries about research press releases

o Maintained Moffitt’s YouTube channel and assisted with Moffitt’s Facebook page and other social media efforts

o Updated and maintained, via CMS, the content on Moffitt’s websites, including Moffitt.org, InsideMoffitt.com and MilesForMoffitt.com – interacting with employees throughout the cancer center; used HTML skills to edit page content; and edited photos using PhotoShop

o Maintained and created content for Moffitt’s online Newsroom via CMS

* Web Content Editor, Public Relations & Marketing Department, September 2007 to December 2010

o Updated and maintained content on Moffitt’s websites using CMS; used HTML skills to edit content on pages; and edited photos using PhotoShop

o Assisted with the creation and launch of InsideMoffitt.com

o Copy edited and proofread print publications

**Gannett Co. Inc.**

 ***Tallahassee Democrat*,** Tallahassee, FL

Business reporter, July 2006 to August 2007

 ***The Desert Sun*,** Palm Springs, CA

Business reporter, October 2004 to June 2006

**The New York Times Co**. (owner during the time of employment)

 ***Star-Banner*,** Ocala, FL

Health reporter, April 2004 to October 2004

Features reporter, October 2001 to March 2004

 ***Sarasota Herald-Tribune,* Manatee County bureau,** Bradenton, FL

Business reporter, January 2001 to September 2001

 ***Star-Banner*,** Ocala, FL

Business reporter, May 2000 to December 2000

Night cops reporter, October 1999 to May 2000

**Sun Publications of Florida** (owner during the time of employment)

 ***Osceola News-Gazette*,** Kissimmee, FL

County government reporter, August 1998 to September 1999

**EDUCATION**

Western Governors University, M.B.A.

University of Florida, Master of Arts in Mass Communication

University of South Florida, Bachelor of Arts in English/Professional and Technical Writing

**PROFESSIONAL DEVELOPMENT**

Certificate, Advanced Email Marketing, Data & Marketing Association

Certificate, Fundamentals of Email Marketing, Data & Marketing Association

Certificate, Web Design and Development, University of South Florida – University College

2006 Executive Leadership Program graduate, Asian American Journalists Association