

# ALEXANDRIA CUELLAR

Project Management | Implementation & Service Delivery | Business Analysis | Systems & Operations

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## SUMMARY

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Project and technology professional with extensive experience across project delivery, software development, systems integration, platform migrations, data, and digital products. Combines a strong technical foundation with project leadership, requirements analysis, problem-solving, and cross-functional collaboration. Experienced in learning complex systems quickly, translating business needs into actionable work, coordinating implementation and delivery, and supporting solutions from planning through launch and ongoing operations.

## SKILLS

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### Project, Business & Operations

Project Management • Requirements Analysis • Process Improvement • Implementation & Service Delivery • Stakeholder Communication • Cross-Functional Coordination • Risk & Dependency Management • QA & Release Coordination • Agile • SDLC

### Systems & Technical

SQL • REST APIs • GraphQL • System Integration • Data Migration • Data Validation • Troubleshooting • Go • TypeScript • JavaScript • PHP • AWS • Google Cloud • Git

### Tools & Platforms

Jira • Confluence • ClickUp • Microsoft 365 • Google Workspace • BigQuery • Looker Studio • Trello • Miro • Notion

### Languages

English (Native) • Spanish (Professional working proficiency)

## EXPERIENCE

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### Project Manager / XR Producer

2023–Present

*Independent Consultant | New York Metropolitan Area – Remote*

- Led delivery of 14+ interactive VR, mobile, and desktop projects from requirements and planning through launch and ongoing operations for multiple independent studios.
- Managed Agile delivery for cross-functional teams of 5–8 engineers, designers, artists, and QA contributors through sprint planning, backlog management, milestone tracking, release coordination, and LiveOps.
- Translated product vision and stakeholder requirements into executable delivery plans, structuring features into milestones, backlogs, actionable tickets, and production documentation while coordinating dependencies, blockers, and QA.
- Adapted delivery plans as requirements, team capacity, dependencies, and Meta Horizon Worlds platform capabilities changed, supporting teams through evolving TypeScript, Blender, and cross-platform development workflows.

### Software Developer

2020 – 2023

*Gannett / USA TODAY Network (formerly GateHouse Media) | New York Metropolitan Area – Remote*

- Developed Go and GraphQL backend and migration services supporting enterprise publishing operations and newspaper consolidation onto Gannett's proprietary publishing platform.

- Built and tested data-transformation logic, validating migrated data through automated tests and GraphQL/PostgreSQL queries before production release.
- Improved reporting accuracy by cleaning and deduplicating publishing data in BigQuery and building Looker Studio reporting across newspapers and time periods.
- Improved production reliability through debugging, code reviews, refactoring, testing, and ongoing backend enhancements while collaborating across engineering, database, DevOps, product, and QA teams.

**Senior Web Applications Developer****2015 – 2020***GateHouse Media (formerly Local Media Group, Inc.) | New York Metropolitan Area – Remote*

- Integrated newly acquired newspapers into shared enterprise publishing platforms through content migration, authentication, third-party integrations, configuration, and site customization.
- Implemented an Amazon Alexa voice-news integration across 8 newspapers, developing the API integration and database mapping connecting publication-specific content with Alexa Flash Briefings.
- Expanded publishing platform capabilities through REST API integrations and reusable applications supporting editorial workflows, subscription services, and newspaper migrations.

**Senior Software Architect****2014 – 2015***Local Media Group, Inc. (formerly Dow Jones Local Media Group) | Middletown, NY*

- Provided architectural guidance and technical leadership for publishing platforms supporting 33 community publications, including 8 daily newspapers and 15 weekly newspapers.
- Guided technology decisions by evaluating frameworks, tools, and technologies that improved platform scalability, maintainability, and long-term stability.
- Mentored software engineers through code reviews, technical guidance, and development best practices that strengthened engineering consistency.

**Web Applications Developer****2009 – 2014***Dow Jones Local Media Group | Campbell Hall, NY*

- Modernized digital publishing platforms by developing CMS-based web applications and integrating REST APIs with internal systems and third-party publishing services supporting 33 community publications.
- Led technical discovery for a legacy content migration by reverse-engineering HTML archives, identifying content patterns and exceptions, and documenting transformation requirements that enabled decades of editorial content to move into an enterprise CMS.
- Received the 2011 Chairman Award in recognition of technical contributions and platform delivery.

**Web Developer | Web Specialist****2004 – 2009***Times Herald-Record | Middletown, NY*

- Developed websites and web applications supporting newsroom operations, advertising teams, and commercial clients while expanding the organization's digital presence.
- Automated a manual advertising workflow by developing a PHP/MySQL client portal that collected recurring customer data and generated structured output for downstream print production.

**Editorial Production Assistant (Sports Agate, Obituaries, and Classifieds)****2003-2004***Times Herald-Record | Middletown, NY***EDUCATION**

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**B.A. | Information Technology Major | Communications Minor***Mount Saint Mary College | 2004***CERTIFICATIONS**

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Scrum Master Certification (In Progress)

Google Project Management Professional Certificate (In Progress)

Mixed Reality (XR) Certificate, SUNY Westchester Community College | 2024

Meta Horizon Worlds Creator Academy (2025)