

# Sidney Castro

## Web Content Manager

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### Experience

#### San Diego Public Library / Digital Media Producer

OCT 2024 – JUNE 2025

- Identified gaps in the I CAN! website, pitched a redesign, and delivered it — auditing content, designing in Figma, and coordinating with IT and external providers to take it from a single page to a restructured multi-section site
- Wrote original web copy across the redesigned site, translating complex accessibility services into clear, plain language
- Audited the redesigned site for WCAG 2.1 AA and ADA compliance — testing with JAWS, NVDA, and VoiceOver, resolving issues across heading structure, color contrast, alt text, and keyboard navigation
- Converted paper intake forms into accessible, fillable PDFs — making services easier to access for patrons and cutting manual processing for staff

#### eChalk / Web Producer

NOV 2020 – NOV 2021

- Built and relaunched websites for 40+ NYC DOE school districts — leading kickoffs with administrators to define site structure, content priorities, and timelines
- Restructured content and navigation across district sites — refining SEO so families and staff could actually find what they needed
- Led content reviews and staging sessions, checking pages for accuracy, brand consistency, and accessibility before launch
- Trained district staff on CMS publishing and accessibility standards, producing documentation for independent site management

#### Edlio / Production Coder

NOV 2021 – MAR 2023

- Built public school district website pages from scratch using HTML and CSS/SASS, shipping 2–3 sites per week
- Applied WCAG 2.1 AA standards to front-end code, validating with WAVE and keyboard testing

### Skills

#### CMS & Platform Management

WordPress • content strategy • information architecture • SEO • project management (JIRA, Asana)

#### Accessibility & Compliance

WCAG 2.1/2.2 (AA) • ADA • JAWS • NVDA • VoiceOver • WAVE • axe DevTools • Color Contrast Analyzer • Adobe Acrobat • PDF Accessibility Checker • Accessibility Insights

#### Web Development

HTML • CSS/SASS • JavaScript • Figma • cross-browser testing

#### Analytics & Optimization

Google Analytics • Google Tag Manager

### Education

#### New York University

2018 – 2019

Digital Communications & Media

#### Media Arts Center San Diego

2024

Video Production Training

#### Launch Academy

2018

Full-Stack Engineering Bootcamp

#### Northeastern University

2014 – 2017

Computer Science & Interactive Design