

Management and Information Technology

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Santiago Montana



Certificate in Web Development Digital Advertising and Web Marketing Consultant, Montana and Ware Web Solutions, LLC

Santiago Montana had worked at one of the largest U.S. banks as an advertising executive for four years, providing strategic advice and multicultural insight to institutional clients for marketing collateral in Spanish and English. "I had experience developing advertising collateral for banking products," Montana explains, "but besides an internship for the Government of Toulouse, France, I had not applied my skills to the Web."

Although he had taken programming courses during college, Montana realized that he needed to update his skills. "The rise of mobile devices, social media platforms, and CMS systems had changed the game, and I needed to get up to speed," he notes.

Montana then enrolled in the [Certificate in Web Development](#) program at the NYU School of Professional Studies. "The curriculum gave me hands-on experience in creating functional wireframes, structuring a website's architecture, integrating various programming languages, and developing dynamic sites," he asserts. "I

obtained a very solid foundation in every stage of website development and a deep understanding of technical programming languages."

While at the NYU School of Professional Studies, Montana began formulating a concept for a consulting business that would bring together his interests and expertise—in foreign languages (in which he holds a master's degree), in marketing and advertising, and in Web and mobile technologies. For his final project, Montana built and launched his business, Montana and Ware Web Solutions, LLC, which develops Web marketing strategies in English and Spanish for start-ups and small companies.

"The skills that I acquired at the NYU School of Professional Studies, together with my background, have enabled me to add value for my clients," he says. "I have been asked to work on various types of engagements that require proficiency in engineering, business strategy, operations, and management consulting. In my experience, the lines between professions have blurred, and I have carved a unique profile. I am very happy with the new opportunities that the NYU School of Professional Studies enabled me to pursue, and I would strongly encourage others to study at the School to further their careers."




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