

Copywriter | Content Management | Web Content Strategist |

As a Web Content Specialist, I produce and manage engaging content for web pages, blogs and online magazines.

EMPLOYMENT HISTORY

[Critical Mass](#), Atlanta, GA November 2010-January 2011
Web Content Writer / Analyst (3 month contract)

Working with the business analysts and the content team for [AT&T](#), I was hired by Critical Mass to help with the new AT&T Converged Experience web site. The goal was to create a user-friendly site for the consumer that combines all of AT&T's services so that they are easily accessible from one account. Using wire frames, mock-up designs and spreadsheets, we arranged a document for the business partner to assure that the web content is uniform and correct for every web page. As part of the writing team, I worked directly with AT&T's business analysts, other content writers, designers and project managers from Critical Mass.

- Created an easy-to-read presentation document combining data from a content matrix spreadsheet written by developers and ABRs (Business Requirements) provided by business partners.
- Wrote content for the web pages
- Recorded any discrepancies or gaps between the content matrix and the business requirements in an issues log to ensure that the business analysts and web designers were in unison
- Attended regularly scheduled web conferences and meetings to discuss progress and sort out any issues on the AT&T Converged Experience project.

[Sapient](#), Atlanta, GA May 2010-July 2010
Web Content Strategist (3 month contract)

By auditing web content in French and Spanish, I was hired to assist with creating a uniform web site for Sapient's international clients, [Michelinman.com](#) and [BFGoodrich.com](#). I compared, evaluated and translated content from the Mexican web sites, and the French Canadian web sites. Using this audit, Sapient was able to redesign an international site for these clients assuring consistent web copy in each language.

- Provided Sapient's developers and project managers with a detailed inventory map of every page and link of each version of the two web sites
- Meticulously recorded any discrepancies or gaps in the two versions of the web sites in an Excel spreadsheet
- Wrote a web content assessment report for each version of the web sites outlining the scan ability and messaging of the content while suggesting key words to enhance SEO

[Primedia](#), Norcross, GA June 2009-May 2010
Web Content Strategist ([Apartmentguide.com](#), [Rentals.com](#) & [New Home Guide.com](#))

Working with a team of SEO writers and developers, I provided quality content for Primedia's three main websites. Since June of 2009, the Google rankings and search results for these sites have nearly doubled due to the optimized web copy that our team produced using strategically placed keywords. I also wrote and edited articles for various blogs and continuously sought new opportunities for publication and link building.

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- Wrote, edited and migrated web page content using, HTML and CSS technologies as well as the MS Office productivity suite and content management systems
- Researched timely topics for keyword placement and reach out through social media such as twitter, facebook and other community sites, to generate interest
- Using tools like Google Analytics, SEO Moz, and Yahoo site explorer, I employed an SEO strategy for the company's web content. By tracking links, Google rankings and search results, I measured the success and effectiveness of writing team's efforts
- Working closely with the development team, interactive products department and project managers, I maintained and facilitated clear communication and assigned project priorities using the project management software, Pivotal Tracker
- In Pivotal Tracker, I was responsible for creating, clarifying and prioritizing projects assigned by the SEO department
- Wrote and edited original articles, press releases and blog posts to make sure that the tone of the content is consistent with the company's message and that the web copy adhered to the Associated Press (AP) style guide
- Using HTML software such as Dreamweaver, I formatted the content with supporting media including photos and videos

[Lloyd Pro Group](#), & [AssureOne Marketing Group](#), Duluth, GA September 2008-March 2009

Marketing Coordinator / Web Content Manager

As Marketing Coordinator, I was responsible for managing the design, implementation, and use of all marketing materials including the company's web site, brochures, multi-media presentations, and written content. My job was to make sure that all material was consistent with the brand and company image and that the company's brand was adequately promoted.

- Mastered a custom built CMS (content management system) to make changes to the site and worked closely with the web designers to manage banner ads, online forms and other dynamic content
- Wrote and edited content for web pages, online newsletters, emails and blog posts
- Measured web traffic by analyzing Google Analytics and applied SEO and key words to drive traffic to the company website
- Manipulated images & compressed files using vector-based graphic design and photo software (Photoshop, Adobe Illustrator and Dreamweaver –or open source equivalents like Gimp or Inkscape)
- Published [multimedia presentations with MS PowerPoint](#), Adobe Acrobat, and PowerPoint
- Prepared documents for professional printing with a basic understanding of printing requirements & technology

[Holiday Retirement Corporation](#), Lawrenceville, GA January 2007-August 2008

Activity Director & Newsletter Editor (Laurel Grove)

Holiday Retirement is a luxury independent-living retirement chain with over 300 locations throughout the United States and Canada. Hired as the Activity Director for one of their most recent establishments in the Southeast, I was responsible for organizing and marketing the various events. I created monthly newsletters and seasonal media presentations that were used locally and for the corporate headquarters in Oregon.

- Coordinated and marketed events and activities since inception through signs, press releases, emails and monthly newsletters

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- Wrote and edited marketing and communications pieces such as [slide shows](#), activities programs, newsletters, website content and blog
- Produced articles, biographies, and edited community newsletters. I also provided photography and graphic layout of all newsletter and promotional material for events
- Designed PowerPoint presentations of various events used by the corporate office

COASTAL ASSET MANAGEMENT COMPANY LLC, Savannah, GA September 2001-December 2006
Marketing Assistant (Carriage House Apartments)

I worked closely with the CEO and apartment manager in designing the Web site. I also maintained the company blog, created monthly newsletters for residents and had an active role in designing other marketing collateral such as post cards and advertising listings.

- Created a website complete with CGI form scripts using Dreamweaver, Adobe Photoshop, Adobe Fireworks and later incorporated CMS programs like Wordpress
- Designed forms using MS Office Suite, Adobe Pagemaker (PDF,) and HTML
- Processed proper legal documentation such as criminal background checks, credit reports and legal contracts using web-based software on a secure server
- Managed the development of various trade shows and association meetings and collaborated with vendors including printers, freelancers, ad agencies and trade organizations
- Edited newsletters and promotional materials such as websites, postcards and business cards

COMPUTER/TECHNICAL SKILLS	EDUCATION
<p>Windows XP/95/98/NT/2000 Microsoft Office Suite MAC OS X and earlier versions Open Office</p> <p>Adobe Dreamweaver Adobe Flash Adobe Fireworks</p> <p>HTML / CSS / XML</p> <p>Adobe Photoshop / Gimp / Inkspot Adobe InDesign Flickr Pro / Wordpress / Drupal / Joomla / Serendipity Constant Contact</p> <p>Google Analytics Woopra Yahoo Site Explorer</p>	<p>COLLEGE</p> <ul style="list-style-type: none"> • Master of Technology (MT) • Georgia Southern University Web Design / Online Communications • Bachelor of Arts (BA) Jacksonville University French & Spanish <p>OTHER</p> <ul style="list-style-type: none"> • Conversa Linguistic Center, San José, Costa Rica Rotary International Scholarship (Spanish) • Educational Foundation for Foreign Study, Paris, France Exchange Program (French)