

## EXPERIENCE & QUALIFICATIONS

- **Internet communication and marketing:** Writing content for websites, blogs, and social media; engaging customers via social media; marketing via opt-in email lists; cultivating online communities
- **Interpersonal skills:** Helping others through training and education; collaborating with coworkers and clients; providing helpful customer service; explaining technology and enabling others to use it; public speaking and presentation
- **Copywriting and editing:** Understanding complex information and presenting it in a clear manner; ensuring uniformity of appropriate style and tone for a variety of audiences; writing in plain language with strong editing skills
- **Traditional communication, marketing, and advertising:** Creative and persuasive writing; photography; graphic design, layout, and typography; presenting and executing creative concepts
- **Website development:** Planning, designing, and front-end coding with accessible HTML, CSS, JavaScript, and PHP; customizing and using content maintenance systems
- **Computers and applications:** Mac, iOS, and Windows operating systems; Adobe Creative Suite; Microsoft Office; Apple Pages, Numbers, and Keynote

## EMPLOYMENT

November 2013–November 2014: Copywriter, Feed the Children, Oklahoma City, Oklahoma

- Supported fundraising efforts through writing across multiple media for a variety of audiences
- Examples of writing projects included speeches for the CEO, website copy, blog posts, social media content, annual reports, profiles of children in need, marketing copy, advocacy op-eds, grant applications, newsletters, and proposals
- Played central role in successful launch of new Feed the Children brand, including developing new brand voice, creating new marketing materials, and rewriting existing materials
- Represented Feed the Children at events and spoke to individuals and groups about giving

April 2012–October 2013: Technical Writer III, Texas Comptroller of Public Accounts, Austin, Texas

- Performed highly advanced (senior-level) technical writing work
- Wrote and edited documents that explained accounting policies and legislative changes in plain language to an audience of state agency financial officers
- Compiled, edited, and coded a weekly e-newsletter, delivered to over 3,000 agencies and universities, highlighting recent comptroller news in a less formal tone
- Wrote and designed visual materials such as conference programs, posters, and employee certificates
- Was awarded a merit-based raise in 2013, a rarity during a time of lean state government budgets

Jan. 2010–April 2012: Web Administrator III, Texas Comptroller of Public Accounts

- Maintained a vast website of comptroller policies and procedures for state agencies and universities
- Worked with subject matter experts to present complex financial information on the Web

Jan. 2009–Jan. 2010: Internet specialist, *Kerrville Daily Times*, Kerrville, Texas

- Developed Web advertising plans for local clients
- Worked with editorial staff to enhance website content
- Planned strategies for the online newspaper's continued innovation
- Cultivated newspaper's presence on social networking sites
- Continued as paid consultant for three years after leaving for new job

Aug. 2007–Nov. 2008: Director of Marketing, Real Estate Concepts, Amarillo, Texas

Directed all marketing for the company, including:

- Website development and promotion
- Design of print advertising, outdoor signage, and direct mailing

Feb. 2006–Aug. 2007: Marketing specialist, Web developer, and IT support specialist, Maxor Pharmacy Corp., Amarillo, Texas

- Wrote and designed responses to requests for proposals
- Redesigned interface of complex network of websites
- Assisted employees and customers on IT help desk with hardware, application, and network support
- Designed marketing materials and gave presentations to key staff

June 2004–June 2005: Web application designer, Portiva Corporation, Amarillo, Texas

- Redesigned interface of Java-based software suite
- Designed front-end interface for Web application using HTML/CSS, JavaScript, and related technologies

Feb. 2004–present: Freelance designer and writer

- Design websites and advertising materials
- Produce multimedia presentations (slide shows, digital movies)

2001–Feb. 2004: Director of New Media / Webmaster, *Amarillo Globe-News*

- Directed production efforts of New Media department and served as liaison to other departments and upper management
- Worked with journalists to enhance news with additional online content
- Exercised news judgment in posting breaking and daily news to website
- Maintained departmental budget
- Oversaw development and maintenance of *Amarillo Globe-News* website, [amarillo.com](http://amarillo.com), and a variety of ancillary sites
- Designed or advised development of commercial websites for local businesses
- Collaborated with marketing director on events, trade shows, and traditional advertising

1999–2001: Web developer, *Amarillo Globe-News*

- Developed websites and online advertisements for customers
- Maintained and updated *Amarillo Globe-News* sites

1996–1999: Print and online sales representative, *Amarillo Globe-News*

- Sold print advertising to a list of clients while seeking new business
- Assisted in layout and design of advertisements
- Cultivated and maintained a list of advertisers to whom I sold websites and online advertising
- Developed self-taught skills to create products sold

## EDUCATION

1992–1996: B.A. in Advertising with Marketing minor, Texas Tech University, Lubbock, Texas

- Graduated summa cum laude with a 4.0 cumulative grade point average
- Creative director of senior-year competition advertising team

## REFERENCES

- Erin Engelke | Former VP of PR and Communications, Feed the Children | 405.863.8616 | [erin.engelke@gmail.com](mailto:erin.engelke@gmail.com)
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