

## Summary

Creative, efficient, and resourceful community manager, SEM specialist, and writer who produces effective results. Extensive experience with social media, analytics, content management, and SEO; versatile author and editor with a love of cooking and comics. Thoroughly addicted to tweeting, blogging, and sharing both online and offline with my global community. Supporter and advocate of geeky women and nonprofit entrepreneur in community organizing and event planning through my work with GeekGirlCon.

## Specialties

**SEM/Community Management:** Broad experience with content and community management for both commercial and non-profit websites. Enthusiasm for and practical experience with web technologies, SEO, social media, and community building. On-target to exceed SEO-driven profits increase 25% greater than 2011 profit increase goal.

**Writing:** Technical, creative, sales, and blog writing background. Experience writing copy for web and newspapers. Trained editor and proofreader. Fiction and blog author. Translator of tech-speak to layperson.

**Technology:** HTML/XHTML and CSS. MS Office through 2010. Text editors and WYSIWYG editors such as Dreamweaver. Adobe Photoshop and InDesign. Google Analytics, Adwords, and Affiliate Network. WordPress 3.2.1. Various SEO tools such as SEOmoz tools, Xenu Link Sleuth, and RankChecker.

## Professional Experience

### **SEO/SEM Specialist for an e-commerce outdoor clothing company (2007-current)**

ExOfficio, LLC, Seattle, WA

- Creation, management, and analysis of ExOfficio's Twitter, Facebook, and other social media endeavors for events and brand community building.
- Management of relationships with key online influencers, including sending out product for testing and soliciting product testimonial and travel articles for newsletter and future blog.
- Implementing, advising, management, tracking, and reporting on search engine optimization, including creative ways to work with the system. Keyword tracking and competitor monitoring.
- Project manager and creator of all e-mail newsletters, from initial advertising campaign idea and graphics to the tracking and analysis of the sent newsletter's analytics.
- Front-end web responsibilities, including keeping merchandise assortment, copy, and graphics up-to-date and maintaining ExOfficio.com to convey the proper outdoor lifestyle branding message.
- Proposing and implementing optimization and organizational changes on ExOfficio.com as needed to meet shifting demands and to enact better SEO practices in both web copy and merchandising.
- Maintaining vendor relationships, troubleshooting issues, and proposing and implementing new web projects in conjunction with third-party e-commerce vendors.
- Providing regular reports to internal stakeholders about ROI from e-mail marketing, social media, affiliate, and SEO campaigns.

### **President and Marketing Director for a nonprofit celebrating geeky women (2010-current)**

GeekGirlCon, Inc., Seattle, WA

- Leads and facilitates GeekGirlCon staffers in order to make our convention and other events happen, adhering to both our goals and timelines.
- Provides encouragement, organization, and direction for all 30+ staff members and 80+ volunteers.
- Makes sure our mission statement to encourage, celebrate, and support geeky women of a variety of interests aligns with our projects and plans.
- Teaches staffers to use the best tools possible for project management, scheduling, file sharing, communicating, etc.
- Be a public face of GeekGirlCon at all events and in interviews.

- Created employee handbook, sponsorship program, and involved in all major company decisions.
- Directs all marketing efforts, both online and offline, so GeekGirlCon can reach its full potential and all target markets.
- Developed marketing plans, branding guidelines, and job roles for marketing department.
- Oversees and encourages marketing department to make sure they are succeeding in their work.
- Helps and fill-ins for staffers when they cannot finish their tasks.

**Web Producer and Graphic Merchandiser for an e-commerce home automation company (2006-2007)**

X10 Wireless Technologies, Inc., Renton, WA

- Responsible for the production of daily online sales and marketing materials that effectively showcased the features and benefits of X10's products.
- In charge of the creation and content management of web pages, both template and hard-coded.
- Created and improved banner ads for advertising campaigns and graphics used site-wide (including mini-sites), in e-mail newsletters, and for search engines.
- Developed graphics for X10 software and LCD universal remote project, working with project development programmers.

**Peer Writing Advisor (2005-06)**

Center for Writing, Learning, and Teaching, University of Puget Sound, Tacoma, WA

- Assisted and assessed student-written papers, both editing and proofreading, and tutored students in English studies.
- Led workshops for freshman composition classes on starting their first college English essays.
- Edited and proofread academic essays, lab reports, technical documents, creative prose, and personal statements for graduate schools.

**Additional Experience and Freelancing**

**Blogger, Webmaster, and Designer (2003-current)**

Personal life-streaming web site and three blogs -- <http://www.sliveroffice.com>

**Editor (2008)**

Fischer, Katharina. *Vowel Reduction in German Function Words*. Magister Artium dissertation in Linguistics. Humboldt University, Berlin, 2008. Monograph.

**Education**

**Bachelor of Art in Creative Writing (English) with a minor in Studio Art (May 2006)**

University of Puget Sound, Tacoma, WA, GPA: 3.53/4.0

**Continuing education** in copywriting and project management at Seattle's School of Visual Concepts

*References available upon request.  
Erica McGillivray p.2*