

Dana J. Robinson
1632 Stoner Ave #4
Los Angeles, CA 90025
tel. 310.709.4152

Objective

Utilize my editorial skills to manage web and print projects from inception to delivery with a team of bright and talented people at G4 TechTV.

Summary of Qualifications

Staff Management

A dedicated manager of both creative and technical teams. An efficient and effective supervisor who understands the needs of the team as well as the company. An organized leader who is consistently aware of the full scope of every project.

Copywriting & Editing

A creative writer who possesses the ability to sell products and pitch complicated concepts. A strict grammarian who understands which rules to follow and which rules to break. A big-picture editor who understands that details matter.

Design & Art Direction

A tasteful designer with an eye for a wide array of aesthetics. A thorough director to artists and illustrators during every step of a project. An inventive producer of fresh images and ideas.

Work Experience

Online Community Manager - STARBRIGHT Foundation

April 2002 - current

- Develop interactive programs and features for an online community designed for kids and teens
- Design and maintain a new online community providing tips and support for parents
- Coordinate community features and activities, such as bulletin boards, moderated chats, contests and special events
- Produce quarterly newsletter distributed to donors, partners, families and hospitals
- Manage staff of chat hosts/moderators, community leaders, content editors, contractors/freelancers and interns
- Produce marketing materials (print and web) for monthly activities for distribution partners
- Design graphics and html pages for internal and external web pages
- Seek and research new and innovative technological solutions to update and improve existing technologies
- Recruit, produce new and re-purpose existing content geared specifically toward kids and teens
- Implement and maintain local high school internship program

Project Manager & Writer - IMED Link, Inc.

July 2001 - April 2002

- Led RN to BSN online nursing project
- Coordinated and developed content for e-learning courses
- Managed group of nine university instructors regarding course content
- Provided quality assurance on all corporate websites
- Developed short and long-term deployment schedules for designers, developers and instructors
- Planned and led meetings via videoconference with remote staff
- Wrote and edited medical and technical content appropriate for global audience
- Researched and wrote weekly team status reports for CEO
- Consulted with content producer regarding online community site
- Assisted with product definition and new product development

Managing Web Editor - National Organization for Women

September 2000 - July 2001

- Recruited freelance writers for weekly columns
- Managed staff of writers, programmers and interns
- Introduced and implemented ASP-driven site features and functions
- Wrote and copyedited columns and stories within self-imposed editorial/production calendar
- Initiated strategies for site redesign
- Performed usability tests and implemented appropriate upgrades
- Facilitated relationship between portal company and internal management
- Tested new content management system for bugs and usability issues
- Designed promotional graphics and banners

Print Designer - University of Iowa School of Journalism and Mass Communication

August 1999 - July 2000

- Designed locally and nationally distributed promotional materials
- Maintained correspondence with faculty, students, and staff via list-serves
- Managed administrative work such as data entry, filing, word processing
- Assisted faculty and staff with special projects

Project Coordinator - Image Analysis Facility

September 1998 - August 1999

- Coordinated workshops for SGI system administrators, programmers, and Alias|Wavefront students
- Produced locally distributed promotional materials
- Managed workshop registration process and submissions
- Scheduled rooms, instructors and equipment
- Produced educational materials for instructor's use during workshops
- Updated the IAF website
- Organized student art exhibits and project displays at the University of Iowa Hospitals and Clinics

Freelance Work

Editorial, Graphic & Web

August 1999 - current

- Writer, proofreader, photographer for [Adobe Digital Kid's Club](#)
- Online community moderator for [PeopleOnPage](#)
- Print designer and mentor for [WriteGirl](#)
- Founder, author and designer for [User Not Found](#) project
- Print, web and promotional designer for [The B-Team comedy troupe](#)
- Designer, content and usability consultant for [Arts & Artists](#)
- Print and promotional designer for local NPR affiliate

Education

University of Iowa - Iowa City, IA

BA coursework completed in Journalism - December, 1999.

Art Center - Pasadena, CA

Continued education courses in advertising and copywriting - January 2004/on-going.

Skills

- Adobe: Photoshop, PageMaker, GoLive, Illustrator, Acrobat
- FTP: Transmit, CuteFTP, SmartFTP
- QuarkXPress
- Macromedia Dreamweaver
- Microsoft: Outlook (Outlook Express), Word, Excel, Project, PowerPoint
- Windows 98, 2000, XP, NT
- Mac OS 9, OSX

References and writing samples are available upon request.