

**OBJECTIVE**

Seeking challenging position that maximizes my experience in the areas of content development and project management with expanding responsibilities for Web projects, editorial content or other creative affairs.

**SKILLS SUMMARY**

- Content development & strategy
- Project management
- Business & technical writing
- Web design & development
- Marketing communications
- Search engine optimization (SEO)
- Graphic & layout design
- Editing & proofreading
- Spanish fluency

**EMPLOYMENT HISTORY**

**The Paley Center for Media**                      New York, New York                      January 2008 to November 2009  
Web Manager

- Oversaw major redesign of paleycenter.org, which included improved user experience (UX), new content management system (CMS), full-screen web video and Google Analytics site traffic reporting system
- Managed ongoing content production, site enhancements and search engine optimization (SEO)

**AOL**    New York, New York                      October 2005-December 2007  
Content Editor/Producer

- Created original content (blogs, photo galleries, polls) for several channels on KOL, AOL's kids service
- Tripled traffic over 4-month period through SEO efforts, audience targeting and expansion of content

**Verizon Multimedia**                              Arlington, Virginia                      March 2006-April 2007  
Project Manager

- Managed complete life cycles of multimedia marketing projects at in-house creative services agency
- Handled client account management, requirements gathering, creative direction, budgeting/scheduling and team resource management for production of web sites, print collateral, e-learning courses and more

**Entriq**    San Diego, California                      May 2004-October 2005  
Technical Writer

- Reduced frequency of customer calls by roughly 50 percent by creating new online help documentation
- Enhanced company's marketing efforts by writing/editing monthly client newsletter and other collateral

**NTN Communications**                              San Diego, California                      June 2001-May 2004  
Content Developer/Writer

- Increased depth and breadth of NTN's content library by generating approximately 15,000 trivia questions on wide variety of topics for company's nationwide interactive game network

**The Walt Disney Company**                      Burbank, California                      October 1999-June 2001  
Web Producer

- Part of 2-person team to initiate brand-new online marketing efforts for Disney's home video division
- Supervised development of numerous high-visibility promotional Web sites, including Video.com portal

**Self-Employed/Freelancer**                      San Diego/Los Angeles, California                      May 1995-October 1999  
Content Developer/Writer/Producer

- *Disney.com*: Created trivia games as premium content for Disney's Club Blast subscription service.
- *MSN*: Performed daily content updates and wrote headlines for high-traffic entertainment news site.
- *CompuServe*: Authored series of kid-friendly articles on variety of topics for launch of kids online service.
- *Emerald Publications*: Wrote more than 40 newsletter articles on investment and personal finance topics.

## **EDUCATION & MILITARY BACKGROUND**

**B.A., Cinema-Television, University of Southern California** – May 1995

Emphasis in Producing/Production Management – Magna cum laude, Dean's Scholarship recipient

**U.S. Navy: Operations Specialist 2nd Class (E-5), 1987-1991**

- Gulf War veteran, served aboard USS Bunker Hill (CG-52) and USS Ranger (CV-61)
- Supervised six-person crew of radar operators in Combat Information Center during wartime

## **SKILLS & INTERESTS**

### **Software/Computer Skills:**

- MS Office suite
- Dreamweaver
- Photoshop
- Flash
- HTML (raw code)
- Acrobat
- Visio
- Project
- RoboHelp
- InDesign
- Quark Xpress
- PageMaker

Strong "big picture" knowledge of Web production standards & best practices, Internet trends & technologies (including social media, SEO and Web 2.0) and usability best practices. Proficient on PC and Mac platforms.

**Languages:** Fluent Spanish (read/write/speak), some knowledge of French and Italian.

**Hobbies:** Scuba diving, travel writing & photography, science fiction, history, sailing.

## **REFERENCES & PORTFOLIO**

Please see online portfolio at [www.strick.net](http://www.strick.net). References available on request.