

# Tara Carson

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## Work Experience:

### **Demand Studios**

*Web Content Manager*

Freelance

Developed web content utilizing a web content management system for financial, medical and educational industries.

Researched statistics, reviewed scientific and medical journal studies, interviewed sources, adhered to Association Press style and selected art.

Successfully incorporated tone and voice requirements and editing remarks.

Exceptional writing ability in terms of using clear and concise language to explain technical concepts to a non-technical audience.

### **Capital One**

*Web Content Manager*

*Knowledge Management*

Richmond, Virginia

Developed and edited technical training and procedural documents in an interdepartmental team that met agent training objectives for product launches on schedule.

Accurately encoded documents for intranet architecture categorization and search engine optimization.

Coordinated deadlines with and verified and requested content from domestic and international content domain owners.

Established and maintained positive business relationships.

Frequently worked longer than standard business hours.

Took direction from content analysts and earned the responsibility to work independently and off-site.

Coordinated legal compliance document review.

Adhered to departmental and Associated Press style guidelines.

Attended weekly and monthly departmental meetings and training sessions.

Opted to participate in agent phone call evaluations and facility tours.

### **National Association of Social Workers**

*Web Content Manager*

Richmond, Virginia

Developed and managed content for organization's web presence utilizing a web content management system.

Developed and launched annual conference website design and applications.

Developed and edited newsletter, conference brochure and speech content.

Attended trainings, including a content management system conference.

Developed requests for proposals (RFPs) for annual conference suppliers

### **Northwest Christian University**

*Adjunct Professor/Web Content Manager*

Eugene, Oregon

Developed and presented adult education curriculum online and in a multi-media classroom.

Utilized a web content management system, PowerPoint and audio-visual equipment.

Effectively conveyed class material and engaged students' interest.

Completed administrative tasks, including grading, class evaluations and employment contracts. Participated in instructor trainings.

Achievements include:

Developed the University's inaugural online course, which involved comparing educational web content management systems and selecting one for the University.

Consistently high-scoring student evaluations

Multiple contract renewals

## **Conferences:**

*Affiniscape Web Content Management Training Conference*

Austin, Texas

March 2008

Received training in interactive media applications, HTML, visual editing tools, web content and search engine optimization.

## **Education:**

Virginia Commonwealth University, B.S. in Journalism; M.A. in English Composition (in progress)

## **Skills:**

Digital photography, PowerPoint, Adobe CS5 (Photoshop, Dreamweaver, Illustrator, InDesign, Flash and Acrobat), HTML, Microsoft Office, Corel Office and Search Engine Optimization. Eight years of web content management/communications experience. MAC and PC skills. Strong interpersonal skills. Coordination of digital image files with suppliers. Understanding the advantages and disadvantages for each image file type. Image archiving and selection. Attention to detail. Visual memory for efficient image retrieval. Business process management.