

Kerry L. Skemp

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Summary: Tech-savvy writer and editor experienced in graphic design, SEO, social media, and content management.

education >>>

Master of Arts in Writing & Publishing

Emerson College, May 2009

Independent study in electronic publishing

Bachelor of Arts in English Literature

Reed College, May 2005

Thesis on interpretive approaches to Vladimir Nabokov

Other Studies

Graduate coursework in Technical Communication

Texas State University, Spring 2007

Continuing Education

Digital photography courses, Austin Community College

Graphic design courses, Milwaukee Area Technical College

Element K coursework in Adobe applications and CSS

experience >>>

Proposal Manager, Percussion Software: August 2009 on Source, research, and respond to requests for proposals
Submit an average of two professional proposals weekly
Interview subject matter experts and translate information
Stay abreast of web content management industry trends
Assist in creating documentation for software demos
Manage Twitter and YouTube accounts, online outreach
Coordinate sales and marketing department activities

Co-Editor, Bostonist.com: April 2008 on
Coordinate content and publishing for local news and events blog with over 300,000 monthly pageviews
Manage team of 20 contributors, coordinating coverage through staff email list and Google Site
Recruit new readers through social media with local focus
Appeared on WCVB, partnered with WGBH on coverage
Featured in *Boston Globe* as must-read blog

Proofreader, Pearson Custom Publishing: Summer 2009
Compared print proofs to editor and author changes
Responsible for both language and formatting errors
Marked up proofs with corrections for production staff
Proofread media files and made changes on screen
Coordinated with project managers to implement fixes
Worked on traditional and custom textbook projects
Proofread in English, French, and Spanish

Multimedia Consultant, Ploughshares Journal: Spring 2009
Evaluated competitor websites, created new website plan
Assisted in redesign of *Ploughshares* website
Established Facebook and Twitter presence for journal
Documented podcast recording techniques and equipment
Read and evaluated fiction and poetry submissions

Communications Specialist, Emerson College Office of Graduate Admission:

Feb. 2008 – May 2009

Executed marketing plans for ten graduate programs
Launched admission blog and Facebook group
Reduced costs by moving from paper to electronic mailings
Transitioned office to SunGard Banner application software
Represented Emerson at graduate school fairs throughout U.S.

Marketing Assistant, Beacon Press: Nov. 2007 – Feb. 2008
Managed online orders for this popular independent publisher
Coordinated scheduling and sales for author events
Edited author and book websites, including Amazon content
Launched early reviewer relationship with LibraryThing.com

Marketing Associate, Vertive: Oct. 2006 – Nov. 2007
Created marketing copy for comparison shopping websites
Researched, compared, and documented affiliate products
Managed three blogs designed to push traffic to affiliates
Created template standards for publishing website content
Researched keyword usage for search engine optimization

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Freelance Projects

Oral Historian for Reed College: Winter 2008 – present
Textbook proofreading, Pearson Publishing: Summer 2009
Academic biographies, EBSCO Publishing: May 2007 – 2009
Index creation for *Poet's Work, Poet's Play*: Fall 2007
Copyediting, University of Texas Press: 2006 – 2007
Layout for *Burnside Review* poetry journal: Summer 2005

Software and Technical Skills

Affiliate: Commission Junction, LinkShare, WordTracker
Blogging: BlogSpot, MovableType, WordPress, Wikis
Business Process: Microsoft Office, Apple Keynote/Pages
CMS: CommonSpot, Navicat, Percussion CM System
Design: Adobe Creative Suite, Paint Shop Pro, QuarkXPress
Operations: Acumen, Banner, Cognos, NoliJ
Programming: Proficient in HTML; some CSS
SEO: Google Analytics, Sitemeter, WordTracker
Social: Facebook, Flickr, Twitter, YouTube

Freelance Writing

Pieces for About.com, alrightimwrong.com, Austinist.com, Examiner.com, *The Onion*, *Performer Northeast*

Honors & Awards

Emerson independent study recognized by *New York Times*
Graduate Assistantship, Emerson College
AppleCare Excellence Award, August 2006
Phi Beta Kappa, Reed College
Presidential Commendation for Academic Excellence, Reed College: 2001 – 2005

References

Nate Barad, Percussion Software
Caroline Roberts, Bostonist.com
Margaret Fox, Pearson Custom Publishing
Ladette Randolph, *Ploughshares*
Sarah Petrakos, Emerson College
Sylvia Christensen, Vertive Inc.