Tracey J. Berg-Fulton

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I'm a creative problem solver with a diverse background in web development, research, content management, and project management. I bring an empathetic approach, a desire to learn and support, and a big dose of teamwork to everything I do.

Skills

HTML	CSS	Bootstrap	Sass
JavaScript	JQuery	Drupal	Content Strategy
Git/GitHub	Wordpress	Backbone.js	Content Creation
SketchUp	Adobe Photoshop	Gulp	UX Research

Experience

National Kidney Foundation
Developer (Web Manager) (Jan. 2018-Present)
Create and collaborate on theming and support of large Drupal 7 undergoing complete redesign and information architecture initiative.
- Leading development of a new design system.
- Create pages and components in support of local chapters and national initiatives.
- Provide support for content creators and owners.

Girl Develop It! Pittsburgh
Instructor, Organizer Volunteer, Teaching Assistant (Jan. 2016-Present)
Teach, support, and organize classes and events aimed at supporting and empowering women through coding education.
- Instruct in HTML5/CSS3.
- TA in JavaScript, Git & GitHub, and CLI tools.
- Act as organizer for social events and classes.

Cotton Bureau
Content Lead (Aug. 2017-Dec. 2017)
Lead content creation and strategy on a growing product team. Created campaigns aimed at sellers and designers.
- Provided content for marketing and product teams.
- Crafted transactional email to convert abandoned carts to successful sales, resulting in a 8% cart recovery rate.
- Created content for three large product events featuring 10x the normal product offering.

AuthenticJobs.com
Customer & Community Lead (Nov. 2016-Aug. 2017)
Responsible for customer support, content management, and community management for a top jobs board for digital and creative talent.
- Increased social traffic by 30% in 6 months.
- Managed new domain Authentic.co, including directing freelancers and contributing content.
- Handled support tickets, feature requests, and QA.

Collections Stewardship Professional Network, American Alliance of Museums
Web Chair (Jan. 2012-Jun. 2017)
Maintained and managed website for the largest professional committee of the American Alliance of Museums.

- Led responsive re-design of site, moving from WordPress to Squarespace.
- Advised on technical matters of concern to the committee and membership.

Carnegie Museum of Art
Collections Database Associate and Provenance Researcher (Jul. 2014-Nov. 2016)
Responsible for standardizing and preparing data for release as linked open data and conducting provenance research.

- Advised on collections technology and contributed to project documentation.
- Wrote bug reports and performed software QA.

Shoefitr, Inc.
Data Manager (Sept. 2013-Jul. 2014)
Responsible for maintaining and documenting data entry standards, quality control and monitoring, and data reporting for a growing start-up later acquired by Amazon.

- Supervised a team of 10-12 data associates.
- Created training materials and tools to increase efficiency in the onboarding process.

Education

Udacity
Front End Web Development Nanodegree

University of Glasgow
Master of Letters with Merit, Decorative Arts and Design History

Otterbein University
Bachelor of Arts in Art and Journalism, magna cum laude with honors distinction

Publications & Presentations

Software & Social Media

- Hit it With a Hammer, or Light it On Fire, Nodevember, Nashville 2017.
- Be Excellent to Each Other: The Future of Provenance Research, Museum Computer Network Conference, Minneapolis 2015.
- "You've got your social media in my collections data!", ARCS Conference, New Orleans, 2015.
- Provenance for Computers, Keystone Digital Humanities Conference, Philadelphia, 2015.
- We Were Promised Jetpacks, European Registrars Conference, Helsinki, 2014.
- "The World Needs to See This!", Journal of the Australasian Registrars Committee, 2013.

Museums & Museum Data

- A Role-Based Model for Successful Collaboration in Digital Art History. International Journal for Digital Art History, 0(3). doi:https://doi.org/10.11588/dah.2018.3.34297
- Taking a Fresh Look at Provenance, AAM Museum Magazine, July/August 2016.
- "The Situation is Not Without Its Anxieties": Carnegie Institute in the Great War, Business as Usual? Conference, University of Glasgow, 2016.