

ANNA SMITH

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Education

M.S. English: Book Publishing, *2011-present*

Portland State University, Portland, OR

Concentration: Print & digital design, marketing, web development

B.A: Film and Visual Communication, *graduated 2008*

Mills College, Oakland, CA

Concentration in Television Studies, Book Arts, Studio Art, & Media Criticism

Computer Skills

HTML; CSS; XML; PHP; WordPress; Drupal; Adobe Creative Suite 5.5: Acrobat, Photoshop, InDesign, Illustrator, Dreamweaver; Microsoft Word, Excel, PowerPoint, Outlook, Access and Publisher; FileMaker Pro; Quicken; EndNote; Share Point

Skills & Abilities

Marketing:

- Created author database for generating online content and increasing web presence
- Evaluated target markets and proposed online marketing strategies including social media and blog presence
- Developed project workflow and maintenance of internal and external departmental websites
- Analyzed, developed and streamlined the process for publication planning and dissemination of research journal articles, books, reports, and papers
- Dissemination of over 5 large project reports and executive summaries to state Child Welfare Leaders, Medicaid Directors, nationally recognized graduate Schools of Social Work and nonprofit foundation

Digital Design:

- Writing & developing print design textbook to be taught in conjunction with *Publishing Software* course at Portland State University; themes include software training, logo creation, package design, catalog layout, and mock website creation
- Developed Drupal & WordPress themes, CSS, PHP & HTML coding, Google Apps set up for virtual office, font conversions, company style guide creation

Writing & Editing:

- Authored 3 departmental training manuals of 100+ pages
- Researched, wrote, and edited 15+ essays for 30th anniversary museum catalog
- Edited and formatted research reports and literature for national distribution and publication
- Project managed therapist guidebook published Spring 2011, which included coordinating permissions requests, formatting tables & chapters according to style guidelines, copy editing and proofreading

Work History

2011-present: Digital Manager, Ooligan Press/Portland State University, Portland, OR

2010-2011: Administrative Coordinator, University of Washington, Seattle, WA

2008-2010: Research Assistant, Casey Family Programs, Seattle, WA

2008-2009: Betty Bowen Award Intern, Seattle Art Museum, Seattle