



RACHEL KNIGHT
WEB DESIGNER & DEVELOPER IN RICHMOND, VA
www.rachel-knight.com

WORK EXPERIENCE

DIGITAL MARKETING COORDINATOR, WEB & MOBILE
VIRGINIA CREDIT UNION | SEPT 2014 - PRESENT

Manage day-to-day operations on website using DNN CMS / Serve as web subject matter expert for Marketing and external product teams / Enhance & update SEO using Site Improve as a tool / Work with IT to develop and test mobile-enabled applications / Design webpage layouts and content / Format HTML emails / Optimize webpages for mobile / Manage redesign of education center (3/4 of web content) / Designed and developed new website footer / Implemented video hosting and player (Wistia)

CONTENT MANAGER - CAPITAL ONE BANK
CELERITY | AUG 2013 - AUG 2014

Developed content & structure of microsites for Capital One using content management systems / Worked to troubleshoot defects and errors with websites / Oversaw publishing process / Worked collaboratively with development teams to ensure proper deployment of sites

TECHNICAL WRITER
MAPCOM SYSTEMS | JULY 2012 - AUGUST 2013

Managed internal and external Wiki sites / Proofread contracts, powerpoints, emails / Updated and edited software module manuals (16) / Created and edited quarterly user newsletter / Designed templates, logos, and marketing materials for M4 Certification Program / Updated @MapcomSupport twitter / Planned and executed Executive Efficiency Forum for M4 Users Conference (October 2012)

TECHNICAL WRITING INTERN
AOL | MAY 2011 - AUG 2011

Revised 162 AOL Desktop Software help articles / Published help article updates online using a knowledge management system (Consona) / Answered 363 community forum questions on AOL Help site / Authored and published three articles based on popular forum questions / Moderated @AOLHelpSupport Twitter account

TECHNICAL SKILLS

ADOBE CREATIVE SUITE

HTML, CSS, JS, JQUERY, WORDPRESS/CMS, PHP

GIT & GITHUB

SOCIAL MEDIA BRAND MANAGEMENT AND MARKETING

WEBSITE WIREFRAMING & MOCKUPS / RESPONSIVE DESIGN

BRAND IDENTITY / LOGO DESIGN / UX DESIGN

GOOGLE ANALYTICS / USER RESEARCH

USABILITY TESTING / COMMUNICATION THEORY

PROJECT MANAGEMENT

EDUCATION

MA MASS COMM, WEB DESIGN & ONLINE COMMUNICATION
Expected December 2015 | University of Florida

BA ENGLISH, PROFESSIONAL WRITING
May 2012, Magna Cum Laude | Virginia Tech

GET IN TOUCH

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