

AMANDA RHINE

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EDUCATION

California State University, Chico—Chico, California

- Master of Arts in **English** December 2018
- Bachelor of Arts in **English Studies**; Minor in **Public Relations** May 2015

California State University, Los Angeles—Los Angeles, California

- Master of Arts in **Educational Technology: eLearning and New Media Design**
expected graduation December 2024
- Graduate Certificate in **Online Teaching and Learning**
expected completion December 2023

University of Missouri—Columbia, Missouri

- Graduate Certificate in **Serious Games and Simulation Design** *expected completion December 2024*

WORK EXPERIENCE

Administrative Support Assistant and Content Creator / Web Manager

Department of Chemistry and Biochemistry—Chico State February 2020 to present

- Prepare and manage hiring, payroll, contracts, and various other student employment paperwork, utilizing Oracle / PeopleSoft and other human resources and employee management systems, procedures, and policies
- Hire and separate all student employees for department staff and faculty supervisors
- Prepare, update, maintain department budgets, supply purchases, invoices, and department travel and expenses using Insight and other financial management systems, procedures, and policies
- Update, maintain, and create data about students in the department majors, minors, and other related programs using Communications, Reporting, and Analytics (CRA), Cognos, and other data management systems, procedures, and policies
- Update, maintain, and create data for department class schedules in PeopleSoft and book rooms for classes and events
- Monitor, create, and control digital and physical department correspondence
- Design practical and streamlined filing systems
- Perform typical clerical functions and be proficient in Microsoft 365 / Office 365, Google Workspace / G Suite, Zoom, and Skype
- Create, write, and manage the department's flagship newsletter and social media accounts
- Redesign the department website to improve content, functionality, accessibility, and user experience using Cascade, a web content management system
- Troubleshoot web issues, i.e., broken links, pages, and images, and clean up HTML and CSS coding for performance optimization
- Write news stories about the department, including faculty, staff, students, and alumni
- Manage department donor information and announcements
- Create and manage department communications and promotion for Chico State's Giving Day
- Write, edit, create and distribute department promotional communications, including emails, fliers, postcards, web announcements, social media posts, etc.

Editorial Assistant / Staff Writer

University Communications—Chico State

June 2016 to April 2021

- Manage the Campus Editing service; review and edit submissions of various sizes and content types for clarity, consistency, tone, grammar, format, accessibility, and adherence to Chico State's writing style, called University Style, and graphics standards
- Edit and contribute to major Chico State publications, including Chico Statements magazine, Inside Chico State, Chico State Today, Experience Excellence, annual reports, and more
- Update, maintain, and create new entries for the University Writing Style guide
- Edit and approve announcement and event submissions for the Campus Calendar
- Stay current with and fluent in applicable writing styles: University Style, Chicago, AP, APA, and MLA
- Generate and research leads, conduct interviews, and write for articles, news releases, profiles, honors lists, photo captions, alt text, excerpts, and other copy for media distribution
- Create, edit, and manage web content in Cascade and WordPress and social media content on Facebook, Instagram, and Twitter
- Edit photos, graphics, layouts with Adobe Creative Cloud / Adobe Creative Suite
- Utilize Sprout Social, a social media management and optimization platform, for social media publishing, analytics, and engagement

Freelance Writer / Editor / Consultant

Self-employed, Remote

April 2012 to present

- Write, edit, create, research, and consult on various types of content and copy, but specialize in newsletters, press releases, articles and blog posts, profile biographies / summaries, digital communications / promotions / appeals / calls to action, product descriptions for catalogs / eCommerce, educational / academic documents, instructional manuals, grant proposals / grant writing, microcopy, fact-checking, search engine optimization (SEO) and accessibility practices
- Recent clients include the investment monitoring service InvestorKeep, Chico Performances, and the Center for Regenerative Agriculture and Resilient Systems at Chico State

SKILLS

- eLearning design and development
- Learning experience and UX design
- Articulate 360
- Figma
- Adobe Captivate / XD / CC
- Superior oral and written communication
- Creative writing / storytelling
- Effective interpersonal and leadership styles
- Project management
- Training program assessment
- HTML 5 and CSS3
- Web accessibility standards
- Rapid elearning
- Chico State visual design and communication standards
- Cascade / WMS
- PeopleSoft

MEMBERSHIPS

Texas Computer Education Association (TCEA)

Decemebr 2022 to present

Society for Technical Communication

July 2021 to present

Editorial Freelancers Association

February 2019 to present