Troy B. Dabney

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Jacksonville, FL
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EXPERIENCE

Southern Poverty Law Center, Montgomery, AL

Digital Marketing Specialist — June 2015 to August 2018

- Coordinated the organization's email marketing program by copywriting and editing emails including weekly newsletters, breaking news, commentaries on current events, calls to action, membership renewals, and special appeals to roughly 900,000 supporters

- Created, monitored, and updated weekly revenue reports to ensure that current marketing efforts were meeting or exceeding each fiscal year's goals

- Established protocols for obtaining feedback from email recipients that helped make donor services procedures more aware of supporters' digital needs

- Designed digital products including donation forms, landing pages, and email templates

- Researched innovative online engagement opportunities and strategies

- Provided technical support and service to donors via email and phone

- Wrote standardized instructions for deploying emails and performing other digital marketing tasks

Teachable, Inc., Remote

Technical Editor (Contract) — August 2016 to November 2016

- Conducted a quality assurance audit and copy edited the beta version of Teachable's onboarding user interface

- Spearheaded the content inventory project that helped improve the Teachable knowledge base

Rape Counselors of East Alabama, Auburn, AL

Web/Grant Writer (Internship) — January 2015 to May 2015

- Managed the RCEA's website, ensuring that user-centered content was available for survivors, volunteers, and professionals

- Revised the organization's protocols and procedures and created donation request form letters

- Performed prospect research on foundations and corporations to locate sources of funding

Auburn University, Auburn, AL

Technical Writer/Editor — August 2014 to December 2014

- Redesigned the Department of English's faculty handbook by performing both comprehensive editing and copy editing

- Conducted fact checking, updated old entries, added new entries, checked links, and performed other tasks to ensure that the handbook was concise, consistent, and ready for production

Junior Content Strategist — January 2014 to December 2014

- Collaborated with a team of students and faculty to redesign and migrate the Office of University Writing's website from a private server to WordPress

- Crafted strategies for creating, managing, and publishing existing and future content on the new site and designed navigational elements for the homepage

- Created an editorial calendar and style guide for the site's content producers to use for updating web content

Moxley & Associates, LLP, Montgomery, AL
Client Liaison — May 2012 to August 2013
- Facilitated professional relationships between the law firm and two of its largest clients in order to meet debt recovery and financial performance expectations
- Relayed client-specific protocols to management and monitored the implementation of such policies throughout all departments
- Created an instructional guide that improved my position's workflow and yielded clear, concise protocols for future client liaisons
- Communicated with clients, employees, county clerks, and other legal affiliates in Alabama and Mississippi verbally & electronically

University of Alabama at Birmingham, Birmingham, AL
Web Editor/Office Assistant — June 2010 to April 2011
- Copy edited online course content created by School of Business instructors and edited Blackboard teaching portals' source codes to reflect my content changes
- Performed administrative duties including filing, greeting visitors, answering phones, and scheduling appointments

SKILLS + TECHNOLOGY

Skills

Web Content Management — Adaptive Web Design — Digital & Email Marketing — UX Writing — Technical Writing Research — Information Architecture — Usability Testing — Wireframing & Prototyping — Editing — Content Design Organization — Creative Problem Solving — Time Management — Customer Service & Support — 66 WPM

Technology

HTML — CSS — JavaScript — GitHub — Bootstrap 4 — InVision — WordPress — Google Analytics — Email on Acid Adobe Photoshop, InDesign, & Dreamweaver — MailChimp — Drupal — Slack — Basecamp — G Suite — Canva Freshdesk — Blackbaud CRM — Asana — Audio Transcription — WYSIWYG Editors — Qualtrics — Hustle

EDUCATION

Master of Technical & Professional Communication
Auburn University (2013 – 2015)
Technical & Professional Editing — Web Development — Document Design — Ethics in Technical Communication

Bachelor of Arts in English: Professional Writing & Public Discourse
University of Alabama at Birmingham (2007 – 2011)
Business Writing — Writing in Popular Periodicals — Editing in Professional Contexts — Tutoring Writing

Independent Studies
User Experience Design Fundamentals (Completed April 2018) — Offered by Chameleon UX

JavaScript for Designers (In Progress) — Offered by SuperHi

INTERNSHIPS

Auburn University College of Liberal Arts, SLOT-C Database Intern

UAB Media Relations, Science Communication Intern

PROFESSIONAL AFFILIATIONS

Information Architecture Institute, Member since July 2018

Nonprofit Technology Network, Former Member (March 2018 - March 2019)