

# Troy B. Dabney

Troybdabney@gmail.com  
troybdabney.github.io  
Montgomery, AL  
334-462-8541

## EXPERIENCE

### **Digital Marketing Specialist**, Southern Poverty Law Center

JUNE 2015- PRESENT — *Montgomery, AL*

- Creates and sends emails including weekly newsletters, breaking organizational news, membership renewals, commentaries on current events, and calls to action to nearly 900,000 supporters.
- Generates and analyzes reports on online donations, and make actionable suggestions for improving digital marketing campaigns.
- Manages advertising campaigns and troubleshoots web-related donor issues.

### **Technical Communication Contractor**, Teachable, Inc.

AUGUST 2016 to NOVEMBER 2016 — *Remote*

- Spearheaded a content inventory project that played a critical role in updating Teachable's knowledge base.
- Conducted a quality assurance audit on the beta version of Teachable's onboarding user interface.

### **Graduate Web Assistant**, Auburn University Office of University Writing

JANUARY 2014 to DECEMBER 2014 — *Auburn, AL*

- Led content inventory and analysis initiatives during the migration and process of redesigning the OUW's website.
- Developed a style guide and an editorial calendar to provide structure for content producers and to ensure that consistency in tone and voice would be maintained across the site.

### **Graduate Technical Communicator**, Auburn University Department of English

AUGUST 2014 to DECEMBER 2014 — *Auburn, AL*

- Collaborated with the department chair and another graduate assistant to redesign the faculty handbook.
- Conducted comprehensive editing and copyediting to maintain consistency and ensured conciseness throughout the document in terms of style, structure, and voice.

### **Graduate Teaching Assistant**, Auburn University Department of English

AUGUST 2013 to DECEMBER 2013 — *Auburn, AL*

- Provided instructional assistance to a tenure-track professor with an the honors composition course.
- Provided assistance to students in class and during office hours in order to help them with their assignments and writing-related goals.

## SOFTWARE

HTML5, CSS3, & jQuery  
Bootstrap 4  
Adobe Ps, Id, Ai, and Dw  
WordPress & Drupal  
InVision  
Blackbaud CRM & BBIS

## SKILLS

Adaptive Web Design  
Wireframing & Prototyping  
Usability Testing  
UI Design  
UX Research  
Information Architecture  
Content Management  
Branding

## INTERNSHIPS

### **Rape Counselors of East Alabama**

Technical Communication Intern

### **Auburn University College of Liberal Arts**

SLOT-C Database Intern

### **UAB School of Business**

Student Web Editor

## EDUCATION

### **Auburn University**

Master of Technical & Professional Communication

### **University of Alabama at Birmingham**

BA in English: Professional Writing/Public Discourse