Troy B. Dabney

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334-721-3439

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 are meeting or exceeding goals that are set at the beginning of each fiscal year
- Established protocols for obtaining valuable, user-derived feedback from email recipients that improved preexisting donor services procedures
- Designed digital products such as donation forms, landing pages, and email templates
- Researched innovative online engagement opportunities and strategies
- 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 on the beta version of Teachable's onboarding user interface and edited web content to enhance the site's consistency
- Spearheaded the content inventory project by updating 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 and ensured that user-centered content was available for survivors, volunteers, and professionals
- Revised the organization's protocols and procedures and made donation request form letters
- Performed prospect research on foundations and corporations to locate sources of funding

Auburn University Department of English, Auburn, AL
Technical Writer/Editor — August 2014 to December 2014

- Updated and redesigned the department's faculty handbook by performing both comprehensive editing and copy editing to produce a document ready for graphic redesign and distribution
- Conducted fact checking, updated old entries, added new entries, maintained consistency by checking hyperlinks and redirects, and ensured that the handbook's content was concise in terms of style, structure, and voice

Auburn University Office of University Writing, Auburn, AL
Content Strategist — January 2014 to December 2014

- Collaborated with a team of students and faculty to migrate and redesign the Office of University Writing's website to WordPress
- Crafted strategies for creating, managing, and publishing existing and future content on the new site and designed graphic navigational elements for the homepage
- Created an editorial calendar to provide a structured timeline for updating elements on the site and a style guide to ensure quality and consistency for the site's content producers

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 expectations related to debt recovery, reports, and financial performance
- Relayed client-specific protocol 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 — June 2010 to April 2011
- Copy edited online course content created by business instructors to ensure effective and clear for students
- Updated the course sites' source codes on instructors' Blackboard teaching portals to reflect my content changes

SKILLS + TECHNOLOGY

Skills
Technical Writing & Editing — Information Architecture — Web Content Strategy & Management — Copywriting
Usability Testing — Wireframing & Prototyping — UX Research — UI Design — Adaptive Web Design — Branding
Organization — Creative Problem Solving — Intercultural Competence — Active Listening — Time Management

Technology
HTML — CSS — JavaScript & jQuery — GitHub — Bootstrap 4 — InVision — WordPress — Google Analytics — Zoom
Adobe Photoshop, InDesign, Dreamweaver, & Illustrator — MailChimp — Drupal — Slack — Basecamp — G Suite
Freshdesk — Blackbaud CRM — Asana — Audio Transcription — WYSIWYG Website Builders (Wix, SquareSpace, etc.)

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, Online
User Experience Design Fundamentals: Offered by Chameleon UX Design (Completed April 2018)

INTERNSHIPS

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

UAB School of Business, Science Communication Intern

PROFESSIONAL AFFILIATIONS

Information Architecture Institute, Member since July 2018

Nonprofit Technology Network, Member since March 2018