Troy B. Dabney

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

EXPERIENCE

Digital Marketing Specialist, Southern Poverty Law Center

JUNE 2015- PRESENT — *Montgomery, AL*

- Coordinates the organization's email marketing program by composing and editing emails including weekly newsletters, breaking news, commentaries on current events, calls to action to supporters, membership renewals, and special appeals to roughly 900,000 supporters
- Creates, monitors, and updates weekly revenue reports to ensure that current marketing efforts are meeting or exceeding efforts established at the beginning of each fiscal year
- Establishes protocols for obtaining valuable, user-derived feedback from email recipients that improve existing donor services procedures
- Designs digital products such as donation forms, landing pages, peer-to-peer donation pages, and email templates
- Writes standardized instructions in order to enable others to deploy emails and perform other digital marketing tasks

Technical Communication Contractor, Teachable, Inc.

AUGUST 2016 to NOVEMBER 2016 — *Remote*

- 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 that played a critical role in updating the Teachable knowledge base

Graduate Web Assistant, Auburn University Office of University Writing

JANUARY 2014 to DECEMBER 2014 — *Auburn, AL*

- 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 to ensure quality and consistency for the site's content producers

Graduate Technical Communicator, Auburn University Department of English

AUGUST 2014 to DECEMBER 2014 — *Auburn, AL*

- 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 throughout the handbook was concise in terms of style, structure, and voice

SOFTWARE

HTML5 & CSS3
JavaScript & jQuery
functional understanding

Bootstrap 4
InVision
Adobe Photoshop, InDesign, Illustrator, & Dreamweaver
WordPress & Drupal
G Suite
Blackbaud CRM & BBIS

SKILLS

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

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