

Troy B. Dabney

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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