

# elizabeth warren

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## [professional experience]

**The Columbus Dispatch | Web Content Producer, May 2008 – Present**  
[www.ThisWeekNews.com](http://www.ThisWeekNews.com), [www.ColumbusParent.com](http://www.ColumbusParent.com), [www.TheBAG.com](http://www.TheBAG.com)

- Maintain and manage content for four hyper-local websites including news, photos, videos, blogs, contests and event calendar
- Create and develop unique ways to present relevant news and information in an online environment
- Manage significant projects involving online marketing, production and web strategy
  - Led the 2009 re-design of ThisWeekNews.com and TheBAG.com and contributed to the planning, design, and usability testing, which has doubled unique visitors and pageviews,
  - Conceptualized and designed entire new company website, ThisWeekSports.com.
- Develop and implement online marketing strategies
  - Create digital marketing plan for four websites and built the foundation for several online partnerships to deliver news and relevant information to users outside of the *ThisWeek* network
  - Manage social media strategy and internal platforms to increase user engagement across four Twitter accounts, three Facebook pages, and hosted networks across all sites
  - Design and compile four weekly e-mail newsletters,
  - Compile monthly online statistics and analyze web traffic patterns, for sales department and advertisers.
  - Configure web content and online media for optimal search engine optimization.
- Recognize and implement new media tools and industry ideology for the enhance user experience across four websites.

## [other experience]

**EAW Design | Freelance web and graphic designer, June 2006 – Present**  
[www.elizabethawarren.com](http://www.elizabethawarren.com)

**SBC Advertising | Interactive Intern, March 2008 – May 2008**  
[www.sbcadvertising.com](http://www.sbcadvertising.com)

## [technical skills]

- Proficient in Adobe Creative Suite 3 programs including Flash, InDesign, Illustrator, Photoshop, Dreamweaver. Fluent in HTML, CSS, javascript and actionscript languages. Daily interaction with content management and e-mail distribution systems. Plus experience with Final Cut Pro. Able to work efficiently in both Mac and PC operating systems.

## [education]

**The Ohio State University – Columbus, Ohio | June 2008**  
*Bachelor of Arts • Communication Technology*  
*Minor • Visual Communication Design*

## [awards]

**Best Local Community Newspaper Website, Runner up • ThisWeekNews.com**  
*Awarded by the Suburban Newspapers of America – May 2009*

**Gold standard in web site design • ColumbusParent.com**  
*Awarded by the Parenting Publications of America – February 2009*