

Rebecca Frasier

www.rebeccafrasier.com

Career Objective

Versatile and quick-thinking Web production manager with strong thought leadership skills seeks management opportunity in dynamic, innovative Web 2.0 environment.

Summary of Qualifications

My professional experience has enabled me to hone my interest in the Internet software, marketing, and e-commerce industries. Over the last three years, I have been heavily involved in the evolution of the Powered product. My combination of technical, creative, leadership, and writing skills is a rare find; every employer in my work history has been pleased with my ability to cover a wide range of duties. I work extremely well with others, have excellent problem solving skills, quickly adapt to challenging situations, and have a positive, enthusiastic attitude.

Work History

August 2008 – Present

Powered, Inc. - Austin, Texas
Manager of Publication Services

- Manage a team responsible for production of online content for clients such as Sony, HP, and Kodak
- Handle deadlines and workflow throughout entire content creation and production process
- Provide in-depth guidance on the product offering, new content types, and future features
- Assist development team in implementation of product releases by communicating specific needs and testing new features
- Work directly with account management and sales departments to establish client relationships that fully utilize our product
- Correspond directly with clients during new implementations and launches to develop innovative content and features, and ensure quality of work
- Write, direct, produce, and film instructional videos
- Participate in marketing counsel designed to anticipate industry trends and improve product

June 2006 – August 2008

Powered, Inc. - Austin, Texas
Creative Production Specialist

- Responsible for production of all online content, including instructor-led courses and interactive tutorials
- Created and imported XML and XHTML into internal content management system
- Provided input on new features in future product releases
- Communicated with clients to ensure learning center

- content was up to standards
- Participated in planning and execution of more than 10 new client launches
- Managed deadlines and workflow throughout entire content production process
- Updated a plethora of information using Excel spreadsheets
- Performed copy edits of all outgoing e-mails and managed error resolution for existing content
- Created and maintained company-specific writer's guide Web page

May 2005 – May 2006

Golfsmith - Austin, Texas
Internet Content Editor

- Oversaw all content on Golfsmith Web site
- Wrote technical product copy for all Web items and wrote marketing copy for all e-mails, newsletters, press releases, and landing pages
- Gained extensive experience converting technical information to prose and efficiently managing content
- Assisted in planning and implementation of Bazaarvoice product ratings and Scene 7 technology
- Used Adobe Photoshop and Scene 7 to prepare images for the Web, including creating clipping paths and rendering dynamic, "zoomable" images
- Spoke directly with buyers, vendors, and Golfsmith catalog team about upcoming products and ensured all new products were on the site in time for launch
- Worked closely with buyers, IT department, call center, executives, and catalog team to improve flow of information
- Improved organic search rankings by creating search engine optimized Web content
- Developed the popular Clubmaker's Library section of Web site, featuring instructional videos and content

Education

St. Edward's University - Austin, Texas
Master of Science degree candidate, 2010
Area of Study: Organizational Leadership and Ethics
GPA: 4.0

University of Texas - Austin, Texas
Bachelor of Arts degree, 2005
Area of Study: English, Linguistics
Major GPA: 3.45

Computer Skills

Software: Microsoft Office, Adobe Photoshop, Adobe Dreamweaver, Adobe Captivate
Languages: HTML, XHTML, XML, CSS, JavaScript