

## **Rebecca Frasier**

www.rebeccafrasier.com

### **Objective**

Versatile and quick-thinking Internet content expert with over five years of experience seeks management opportunity in dynamic, innovative Web 2.0 environment.

### **Employment History**

#### **Community Management Practice Lead**

April 2010 – Present · Powered, Inc. · Austin, Texas

- Develop strategies for extending content capabilities and audience outreach within social networks and branded communities
- Manage subject matter experts, moderators, and instructors within internal branded communities and third-party sites
- Oversee help desk communication and management across all client sites
- Assist in creation and production of content
- Provide input on content strategy for new and existing clients

#### **Manager of Publication Services**

August 2008 – April 2010 · Powered, Inc. · Austin, Texas

- Managed a team responsible for production of online content
- Handled deadlines and workflow throughout entire content creation and production process
- Provided in-depth guidance on the product offering, new content types, and future features
- Assisted development team in implementation of product releases by communicating specific needs and testing new features
- Worked directly with account management and sales departments to establish client relationships that fully utilized the product offering
- Corresponded with clients during new implementations and launches to develop innovative content and features, and ensure quality of work
- Wrote, directed, produced, and filmed instructional videos
- Aided in development of new content
- Participated in marketing counsel designed to anticipate industry trends and improve product

#### **Creative Production Specialist**

June 2006 – August 2008 · Powered, Inc. · Austin, Texas

- 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
- 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

## **Internet Content Editor**

May 2005 – May 2006 · Golfsmith International · Austin, Texas

- 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 in Organizational Leadership and Ethics, 2010
- GPA: 4.0

University of Texas · Austin, Texas

- Bachelor of Arts in English with a minor in Linguistics, 2005
- Major GPA: 3.5

## **Other Experience**

**Software:** Microsoft Office, Adobe Photoshop, Adobe Captivate

**Languages:** HTML, XHTML, XML, CSS

**Styles:** AP, APA, Chicago

## **References**

References available upon request.