Rebecca Fischler

571-918-1155   rebecca@threeattic.com   719 Irving St. NE, Washington DC 20017

Experience

DIGITAL COMMUNICATIONS SPECIALIST, THE NATIONAL ACADEMY OF SCIENCES; WASHINGTON, D.C.
AUGUST 2009-PRESENT

- Serves as strategic lead for a team devoted to designing, building and maintaining the <u>Division on Earth & Life Studies' website</u>

- Creates project-centered websites in WordPress

- Guides social media strategy for the Division

- Trains project staff on various digital tools, including Wordpress, Surveygizmo, etc.

- Designs and manages marketing emails

WEB CONTENT PRODUCER, <u>WJLA.COM</u> / ABC 7 NEWS; ARLINGTON, VA
JUNE 2008-JULY 2009

- Wrote news articles for WJLA.com and enhanced articles with multimedia content

- Captured and posted video from Good Morning, Washington and ABC7 News at Noon

- Streamed breaking news online

DIGITAL VIDEO SPECIALIST , WISCONSIN SCHOOL OF BUSINESS; MADISON, WI
OCTOBER 2007-JUNE 2008

- Shot and edited video of career lectures for online posting and DVD distribution

- Shot and edited short video promotions for the School of Business

VOLUNTEER: CHIEF TECHNOLOGY OFFICER, BRANDING DESIGNER, <u>THE COIL PROJECT</u>; WASHINGTON, D.C.
MARCH 2014-PRESENT

- Develops visual identity materials related to The Coil Project, including logos, publicity posters, and website graphics

- Designed, built, and maintains the Coil Project website, including the ongoing blog on current projects

Education

University of Wisconsin, Madison – Master of Arts Degree in Communication Arts (Media and Cultural Studies program), 2007

Georgetown University, Washington, D.C. – Bachelor of Arts Degree in English (Performance and Culture concentration), 2003

Additional independent training:
- iBooks Author Publishing
- Getting to Know InDesign
- ePUB Technology
- CSS Selectors
- Flash Web Graphics
- UX STRAT Masterclass

Skills

Web Technologies: HTML 5, CSS 3; WordPress; Alfresco CMS and other org-specific custom CMSs; ExactTarget and Mailchimp email marketing; Smartsheet project management; Google tools (incl. Google Analytics); Surveygizmo survey manager

Software: Adobe Creative Suite; Microsoft Office Suite (incl. Word, Powerpoint, Excel, etc.); iBooks Author; Apple iWork suite, Final Cut Pro 7

Social Networks and Tools: Facebook, Twitter, LinkedIn, Pinterest, Google+, Hootsuite, Tumblr

Portfolio of digital products available at
http://www.threeattic.com/resume/portfolio/