

REBECCA R. FISCHLER

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Experience

Digital Communications Specialist
The National Academy of Sciences, Engineering, & Medicine; Washington, DC
August 2009-present

- ▶ Creates independent websites in WordPress
- ▶ Guides social media strategy for the Division
- ▶ Designs and manages marketing emails (for lists of about 22,000 total subscribers)
- ▶ Manages workflow for digital products
- ▶ Delivers monthly metrics reports
- ▶ Performs UX testing and analysis
- ▶ Serves as strategic lead for a team behind the Division on Earth & Life Studies' website, with about 8,700 pages and 120,800 visitors in 2016

Chief Technology Officer, Branding Designer
The Coil Project; Washington, DC
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: <http://www.thecoilproject.org>

Web Content Producer
WJLA.com / ABC 7 News; Arlington, VA
June 2008-July 2009

- ▶ Wrote news articles for WJLA.com, enhanced articles with multimedia content, and streamed breaking news online

Education

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

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

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 available at:

<http://www.threeattic.com/resume/portfolio/>