

Therese (Terry) Nelson

me@terry2.net

OBJECTIVE

Looking for full-time or contract work in web or print publishing utilizing my writing, design and marketing skills.

SUMMARY OF QUALIFICATIONS

- Extensive web and print publishing experience in creative and management roles including: content management, editorial, production, marketing and promotion. Management positions: web manager, marketing director, production manager, managing editor, communications manager
- Effective project manager experienced in motivating staff, co-workers and outside resources to meet demanding deadlines and budget constraints
- Excellent oral and written communication skills with experience creating, writing and designing websites and printed brochures, catalogs, ads., media kits, newsletters, direct-mail and technical documents

RELEVANT SKILLS AND EXPERIENCE

Website Design and Development

- 8 years experience maintaining several websites including e-commerce sites using X-cart and OS Commerce
- Experience setting up and using content management software: Joomla!, Dolphin, SiteDepth
- **Programming skills:** html, css, php, adapting javascripts to web design
- **Software skills:** Adobe Creative Suite (Photoshop, Dreamweaver, InDesign), Microsoft Office

Marketing/Communications — Creative Skills

- Created concept, copy and designed websites, media kits, ads, catalogs, newsletters and direct mail promotion
- Oversaw project completion from production and printing to direct mailing
- Developed and coordinated multimedia and web projects with studios, freelance artists and service bureaus
- Experienced photographer using traditional film methods as well as digital

Publishing/Editorial — Management and General Experience

- Developed and maintained member and ecommerce websites
- Defined publishing strategy for launch of new magazine; planned and scheduled editorial content
- Recruited, trained and supervised editorial and production staff
- Developed new department and procedures for book and magazine desktop production
- Created and maintained operating budgets; negotiated printing and other service contracts
- Wrote and researched feature articles and magazine departments
- Proofread and copy-edited books and magazines using industry style manuals

Sales/Marketing — Interpersonal Skills

- Customer service and telemarketing experience with proven skills in diffusing customer frustration
- Determined client advertising and marketing strategies, conducted and interpreted market research
- Managed client database including developing and maintaining records
- Planned and coordinated special events, e.g., trade shows and conferences, sales meetings and hospitality functions

EMPLOYMENT HISTORY

2001-2008	Web Manager/Marketing	TNV/MFV Communications
1999-2001	Communications Associate	The 401(k) Company
1997-1999	Marketing Manager	Micro-Bac International, Inc.
1996-1997	Technical Support Representative	Power Computing Corp.
1992-1996	Electronic Publishing Director	Landes Bioscience Publishing Co
1989-1992	Associate Publisher/Managing Editor	Earls Court Publishing Co.
1977-1989	Cahners Publishing Co., a Division of Reed Publishing USA	
	Marketing Manager — <i>Electronic Packaging & Production; Electronic Manufacturing News</i>	
	Managing Editor — <i>Construction Equipment Magazine</i>	

EDUCATION Bachelor of Arts Degree in Liberal Arts

Loyola University, Chicago