

JUDITH E. DAVIS
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Relevant Skills and Experience: Digital Media Marketing and Communications Professional, Project Manager, Managing Editor, Web and Digital Interactive Producer, Web Content Editor, Digital Online Editor/Web Writer, PR, Web Content Manager, Copywriter, Social Media Manager, Community Manager, Screenwriter. The link to my website: <http://www.writerjudy.com>

Software Programs & Technical Skills

- ◆ Experienced with HTML, XML, FTP, and CSS, DreamWeaver, HTML Kit, Microsoft Office (Word, Excel, PowerPoint and Access) Adobe Photoshop, Photoshop Elements, Premiere Elements, InDesign, Illustrator, Quark Express, FileMaker Pro, Microsoft Visio, Publisher Project, and Front Page. Familiar with a few CMS interfaces including. Magnus, Teamsite, Blogger and WordPress. MAC & PC Proficient, Social Media Guru. Familiar with RSS, SEO, SEM and using Google Analytics, ComScore, MediaMetrix, and Omniture.

Education

- ◆ Trinity College, Washington, DC - Communications Major
- ◆ McGraw-Hill NRI School of Writing – Nonfiction Writing

Various Freelance Projects – March 2010 to Present

- ◆ Content Management, writing and editing articles as well as promoting original material using social media tools. Supervising Bloggers, Contributors and writers for the site. Write original articles. Edit material submitted. Working as a Content Manager, Editor, Writer and Social Media Consultant for sites for companies such as Ulode.com, Luuux.com, and Burrell Communications American Airlines website. Interviewing celebrities and high profiles people for the travel site. <http://www.blackatlas.com>.

Girl Scouts of the USA – October 2009 to February 2010

- ◆ Worked as a Web Producer/Writer for the site. The link is: <http://www.girlscouts.org/> In charge of managing the Spanish site update project and creating new pages for the website. Meeting with marketing team about updates on the site. <http://www.girlscouts.org/espanol>.

Conde Nast – Women’s Wear Daily – June 2009 to October 2009

- ◆ Worked as an Online Editor for the *WWD Beauty Biz*, *WWD Fast*, *Footwear News* and other *WWD* publications using the Interwoven Teamsite CMS. Rewriting headlines and making sure articles were SEO friendly. Meetings with the online editorial team. <http://www.wwd.com>.

Harlem World Magazine and Precious Times Magazine – October 2008 to July 2010

- ◆ Held the position an Advisory Board Member at *Harlem World Magazine* and Online Editor/Web Writer for the magazine, blog, and website. The link is: <http://www.harlemworldmag.com/>. Also worked periodically as a Content Editor on the new *Precious Times Magazine* website. The link is: <http://www.precioustimesmag.com/>. Working as a writer for *EmpowHer.com*. The links is: and <http://www.empowher.com>. Worked part time from February 2009 to May 2009 as a web writer for *Sparkwords.com*. The link is <http://www.sparkwords.com>.

Hearst Digital Media – February 2007 to December 2008

- ◆ Worked as an Online Editor for the **Hearst Magazine** online sites. Worked as part of the team on the site launches for *Cosmopolitan*, *Seventeen*, *Esquire*, *Redbook*, *Good Housekeeping*, *Country Living*, *CosmoGrl*, *House Beautiful*, *Harper's Bazaar*, *Teen Magazine* and *The Daily Green* site launches. <http://www.hearst.com>. Worked part time on SEM Ad campaign and SEO Web Analytics projects and writing/editing for News Communications Inc. for sites such as *The Hill.com*, *Who's Who in America.com* and *The Greenwich Calendar.com* in August/September 2008. Also worked as a Web Writer on a brief project for *Ogilvy.com* in October/November 2008. Using Google Analytics to run traffic reports and creating ad words to create a stronger search presence.

AOL - June 2006 to January 2007

- ◆ Worked as the Programming Manager on the AOL Digital Lifestyle Channel. <http://digital-lifestyle.aol.com>. The primary programming and editorial lead for all content on the channel. Supervised freelance writers Created editorial calendar and weekly status reports. Conducting research of competitor sites. Strong project management skills. Ran Traffic reports weekly.

MTV Networks - March 2002 to May 2006

- ◆ Worked for the Employment Law Department on the Business Conduct presentation and project and Nickelodeon Public Affairs Worked with VP of Development, MTV Films. Read scripts, books, gave creative feedback, responded to pitches, unsolicited scripts submissions, logged script submissions and other duties assigned. Had extensive contact with agents, producers, production companies and writers. <http://www.mtv.com>.

Intecs International Inc. - January 2000 to June 2001 (relocated from DC to NYC)

- ◆ Held the position of Writer/Assistant Program Manager/Editor of the US Air Force *Small Business News Review* newsletter. Created original material and new story ideas for the Air Force newsletter, websites and magazines. Project management duties. <http://www.seltoairforce.org>.

CarrAmerica America Realty Corporation - August 1991-September 1999

- ◆ Worked as a Manager at a high-end commercial Real Estate firm located in Washington, DC. Occasionally contributed to the company newsletter. Supervised 8 employees. The link is <http://www.carramerica.com>.