
Emma Joan Dozier

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Education

James Madison University,
Harrisonburg, VA
B.A., Media Arts & Design,
May 2008

Concentration:
Corporate Communication
Minor: Dance
GPA: 3.7

Experience

Web Content Editor and Community Manager

L3/MPRI contractor for www.Army.mil

Crystal City, Arlington, VA
May 2008 - Present

- Managed the community for Army.mil's custom content management system and grew it by 40 users/month
- Conducted training for the CMS and answered help desk questions in person, over the phone, through screen sharing, with *Microsoft Powerpoint* slide decks and through email
- Developed strategic communication plans for sites such as www.Army.mil/MedalofHonor/Giunta/ by gathering, organizing and copy editing multimedia content (e.g. articles, photos, videos, history timelines)
- Copy edited Army public affairs content for *AP Style*, plain language and writing for the Web
- Edited and published daily news pages at www.Army.mil/News/
- Marketed broadcast products on video players throughout the site, such as www.Army.mil/Media/amp/
 - Managed submissions from about 20 organizations around the world
 - Edited videos in *Discreet Cleaner*, *Sorenson Squeeze* and *QuickTime Pro*
 - Captured and edited still frames with *Adobe Photoshop*
 - Used *FTP* and *Brightcove Studios* to publish online
- Lead the video presence on social networking sites, such as YouTube and Vimeo
 - Cut and uploaded videos; edited titles, descriptions and keywords for SEO
 - Tracked views, comments and other metrics in *Microsoft Excel*

Programming Adviser

JMU Office of Residence Life

Harrisonburg, VA
Aug. 2007 - May 2008

- Edited and wrote "FYI-Line," part of the organization's newsletter, using *Adobe Indesign*
- Developed needs assessments to help Resident Advisers plan and measure hall events
- Designed advertisements and bulletin boards using *Adobe Photoshop*, *Illustrator* and *Indesign*
- Trained RAs in the programming model with creative public speaking presentations
- Managed five teams of RAs in their programming and advertising efforts

Editorial Intern

www.CollegeOTR.com

New York, NY
June 2007 - Aug. 2007

- Recruited on-campus writers for 15 universities by networking on news, blogs and social media sites
- Edited potential writers' submissions for angle, style and grammar in *Microsoft Word*
- Wrote and uploaded 200-word posts for JMU's blog using *HTML formatting* and a custom blogging platform

Resident Adviser

JMU Office of Residence Life

Harrisonburg, VA
Aug. 2006 - May 2007

- Managed 52 student residents by serving as their liaison to staff and building a welcoming community
- Planned, advertised, implemented and measured the effectiveness of ten diverse hall events

Office of Web Communication Intern

U.S. Environmental Protection Agency, www.EPA.gov

Washington, DC
May 2006 - Aug. 2006

- Researched and wrote "Publishing a News Release to the Web," a step-by-step manual
 - Wrote and sent daily email newsletters for Web training
 - Researched and wrote copy for EPA Headquarters' Visitors Guide Web page; designed using *HTML* in *Adobe Dreamweaver* and other HTML text editors
 - Participated in daily Office of Media Relations meetings to coordinate news releases with news emails
 - Developed a bidders list and interviewed contractor representatives for text messaging blast services
 - Tracked, recorded and analyzed Web hits and impressions in *Microsoft Excel*
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