Rose Auerbach
West Los Angeles, CA
(310) 386-9505
rose.auerbach@gmail.com

Skills and Qualifications

- Award-winning content developer
- Email and social media marketing
- Web site design and HTML (plain-text hand-coding, DreamWeaver); CSS; content management systems
- Excellent editorial and proofreading skills (AP, APA and Chicago styles)
- Project management
- Hands-on experience in viral marketing, contextual advertising and SEO

Work History

2010-present Liberty Hill Foundation
Webmaster; Web Marketing Associate

- Update and maintain site for Los Angeles-based philanthropic organization, collaborating with designers on new pages and features.
- Work with communications and development departments to most efficiently promote the organization and its work via email, advertising, search engine optimization and social networking.
- Troubleshoot technical issues relating to site and email blasts.

2008-present Freelance Web Content Consultant

- Profile writer for Match.com ProfilePro
- Provide copy and content editing services for Demand Studios properties including eHow.com, GardenGuides.com, and Chron.com. Promoted to Senior Editor within six months due to quality and volume of work.
- Editor for Helium.com special projects, ensuring that final content is AP-style compliant and meets clients' content specifications.
- Taxonomy services for Demand Studio properties.

2007-2008 Ovation TV
Web Content Manager

- Responsible for content aggregation in re-launch of site for arts-focused cable network.
- Managed day-to-day web site content, including programming updates, cross-promotional links and daily site-exclusive features. Used both static, hand-coded HTML/CSS and proprietary content management system.

2005-2007 Marketing and Creative Services Contractor

Major clients included:
- UCLA External Affairs: Web programming and content for publications and events (via Aquent)

- EarthLink Marketing Communications: Project Manager (via Aquent)
- DisneyShopping.com: Selection and preparation of product images (via Aquent)

2004-2005   Google
AdSense Quality Evaluator (contractor via payrolling.com)

- Used research and analytical skills to evaluate advertising content for Google's AdSense and AdWords programs.
- Collaborated with linguists to improve and refine Google taxonomy.
- Worked closely with engineers and linguists to improve effectiveness of services by identifying, articulating and escalating vital quality issues.

1998-2003   Sony Pictures Digital - SoapCity.com
Web Site Developer/Community Manager

- Edited, coded and fact-checked daily site updates for industry-leading site (over one million page views per week), writing supplements when necessary; published in static HTML and CMS-driven dynamic formats.
- Responsible for launching, growing and maintaining highly active online community (over 250,000 members, average 24,000 posts per week), driving traffic to site features and e-commerce.
- Worked with marketing department to identify, research and pursue partnership opportunities and customer relationships.
- Compiled, edited, wrote content for and coded weekly HTML newsletter to site subscribers. Oversaw and troubleshot distribution.
- Spearheaded award-winning ongoing story using community contributions.

1996-1998   International Channel
Programming Coordinator

- Handled and tracked customer correspondence for national cable network; worked closely with programming executives to reflect viewer feedback while honoring existing relationships with program providers.
- Updated and maintained web site.

Education

1994   Bachelor of Arts in American Studies
University of California, Santa Cruz (Oakes College)
College Honors; Student Representative to American Studies Board; Distinguished Service Award
Senior thesis included pioneering work on online communities

Additional Notes

- Pursuing Masters in Library and Information Science (anticipated completion: 2016)
- Two-time winner, WebAward Standard of Excellence for SoapCity.com's community-driven serial *SoapVivor* - co-creator, co-writer and primary programmer
- Co-creator, writer and performer in online comedy series
- Grand prize winner, *Win Ben Stein's Money*