



# emily havens

---

*A red pen, a sharp wit & a passion for conversation...*

## bottom line

I started out loving to spell and write. This transformed into a passion for editing and even more writing in high school and college. I spent hours marking newsprint with red pens and poring over stories for my hometown daily. I started my first blog in 2002, my senior year of high school. My last semester of college, I rediscovered my interest in the Web during a basic Web design class. The company that has been my starting point for the past three years has given me the opportunity to write, edit, code, design and take the reins of a social media campaign. I want to continue in that capacity now, to start a conversation elsewhere and implement my innate skills, as well as those I've picked up along the way.

## skills

- | | **Software** All the basics (Microsoft Office, including PowerPoint & Access), Adobe (Photoshop, Pagemaker, ImageReady, Acrobat), Macromedia (Dreamweaver, Fireworks).
- | | **Writing & Editing** Writing everything from press releases to Web copy to magazine features. Editing using Associated Press style, MLA and company-specific style manuals.
- | | **Web Skills** Creating pages using HTML, CSS and basic JavaScript; manipulating WordPress templates; working in major blogging platforms (WordPress, Blogger, TypePad); utilizing social media (Facebook, Twitter, MySpace, Friendfeed), associated programs (TweetDeck, Twhirl, Seesmic) and listening tools (SocialMention, Radian6); designing messages that render properly across major e-mail platforms; maintaining multiple e-mail databases (Lyris EmailLabs); etc.

## education

- | | **XHTML & CSS coursework** May 2007, Washtenaw Community College, Ann Arbor, Mich.
- | | **Bachelor of Arts in Journalism** May 2006, Michigan State University, East Lansing, Mich.
  - \*Emphases: Magazine writing, copy editing
  - \*Honors graduate

## experience

- | | **Ducks Unlimited Inc.** January 2007 – Present [<http://www.ducks.org>]
  - Web Content Coordinator** | October 2008 – Present
  - Web Content Assistant** | June - October 2008
    - \**Social Media:* Helped start DU's social media program, developing a presence on Twitter, Facebook, MySpace and YouTube. Created a consistent voice across platforms and disseminated content collected from across the company. Utilized listening tools and conversation to increase effectiveness. Attended conferences to learn more about platforms and hone skills. [<http://www.ducks.org/social>]
    - \**Web Content:* Created pages using HTML/CSS and in-house content management system. Optimized Web pages for search engines, cross-browser compatibility, etc. Designed graphics and manipulated photos for Web use.
    - \**E-mail Marketing/Newsletters:* Created e-mail blasts and newsletters using HTML/CSS in Dreamweaver. Created graphics and manipulated photos. Prepared e-mails for sending and optimized for cross-platform rendering. Maintained multiple lists and campaigns in EmailLabs. [<http://www.ducks.org/newsletter>]

- \**Writing/Editing*: Wrote and edited content (using AP Style) for the Web. Wrote on the fly for blogs, Twitter updates and other social media platforms.
- \**Statistical Analysis*: Gathered and presented data from Google Analytics, EmailLabs and other tracking software for the Web site and e-mail campaigns.
- \**Webmaster*: Read and answered e-mails from members, acting in an informer / customer service role for the company. Helped troubleshoot issues with the Web site and our members-only area. Walked members through problems with cookies, JavaScript settings, firewalls, browser security settings, etc.

**Public Affairs Assistant** | January - May 2008

- \*Designed Web pages, gathered and populated content

**Communications Intern** | January 2007 - January 2008

- \*Wrote and edited press releases and copy for brochures and other regional publications
- \*Assisted public affairs coordinator and graphic designer with various projects
- \*Gathered, organized and created content for regional staff newsletter
- \*Answered phones and other clerical duties

|| **Second-to-None Inc.** May 2007 - June 2008

**Quality Assurance Specialist** | September 2007 - June 2008

**On-Call Editor** | May - September 2007

- \*Edited and proofread mystery shopper reports for Starbucks and CitiBank
- \*Utilized company-specific style guides
- \*Served as last line of defense for errors before reports released

|| **Phone Bank Systems Inc.** November 2006 - January 2007, January - April 2004

**Inbound Statistician** | November 2006 - January 2007

**Inbound Telemarketer** | January - April 2004

- \*Transferred donor information into online statistician database
- \*Handled sensitive donor information
- \*Answered pledge calls from public television donors

|| **Michigan State University Dairy Plant** April 2004 - December 2006

**Temporary Laborer** | May - December 2006

**Student Laborer** | April 2004 - May 2006

- \*Trained and supervised new student employees
- \*Managed weekly cheese production
- \*Assisted with ice cream production, equipment maintenance, plant sanitation and inventory

|| **Frapp Island Resort** May - August 2005

**Naturalist Intern**

- \*Led tours of marshes and beaches by foot, bike, kayak, canoe and motor boat
- \*Tracked and cataloged island's white-tailed deer population
- \*Taught resort guests about local flora and fauna
- \*Cared for animals living in the resort activity center: alligator, snakes and turtles
- \*Aided in the capture / release of problem creatures on the island

**references**

***Available upon request.***