

Elizabeth L. Blakely

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Summary

Dynamic, self-directed and flexible professional with a broad range of Internet marketing, project and information management expertise. Seeking a position to help a business or cultural group in the Pittsburgh area grow. My skills and capabilities include:

- Web site and page design
- Web analytics and related software
- Search engine optimization (SEO)
- Internet marketing
- Project planning and management
- Research and writing of white papers
- Office and project software
- Web and graphic development software

Highlights

- Handled web page design and site creation working with everything from hard coded pages, WordPress installations, to enterprise level CMS tools
- Knows best practices for both front and back end Search Engine Optimization
- Knows best practices for email and landing page design
- Familiar with web analytic software and which statistics matter
- Have researched and created white papers, on a range of topics such as SEO, presentation for global project management
- Experience dealing with international teams and working remotely.
- Experience working with technical products and long, complex sales cycles and the implications for B2B marketing
- Aided start-up companies in their planning for internet and marketing needs
- Used my Unix experience to work with outside vendors to maintain our Linux/Unix based, dedicated servers
- Served on a multinational project group that evaluated all aspects of enterprise level CMS
- Work with multinational project group to build and maintain a joint European-US web site

Recent Employment History

- **Vice President**, Visible Mission, Gilbertsville, PA 2007 – Present
- **Web Professional**, Hamamatsu Corporation, Bridgewater, NJ 1998 – 2013
- **Medical Librarian**, Thomas Jefferson University, Philadelphia, PA 1994 – 1998
- **Web developer and trainer**, University of Pennsylvania, Philadelphia, PA 1993 – 1994

Education

- **Masters of Information and Library Studies (MILS)**. University of Michigan, 1993
- **Bachelors of Arts**, American History major, Art History minor. University of Pennsylvania. 1990

Professional Experience

Vice President, Visible Mission, Gilbertsville, PA

- Served as an advisor to the president on a wide range of issues (organization, personnel, etc) from company startup through the current day
- Brought in revenue, assisted with sales and provide marketing support
- Built client websites and reviewed company projects

Hamamatsu Corporation, Bridgewater, NJ

- Served in various capacities from independent consultant to webmaster
- Annual reviews rank my work as “exceeds expectations.”
- Participated in planning and management activities including planning major web projects such as site migration, module development, providing statistical analysis, evaluating enterprise level software and working with outside vendors
- Developed various websites by adapting content and creating graphics. Used common development tools such as Dreamweaver, WordPress, Photoshop, and Balsamiq
- Performed B2B marketing tasks like SEO, email marketing, landing page design, and social media planning
- Aided in the administration of our web servers by performing basic system admin tasks, identifying hacking attempts, installing software, and trouble-shooting CMS systems
- Provided white papers about page design and SEO for upper level management and global teams

Medical Reference Librarian, Thomas Jefferson University, Philadelphia, PA

- Work included reference desk service for a wide range of clients including students, medical staff, patients, and the general public
- Performed database searches for library patrons, primarily in MEDLINE
- Created informational brochures
- Developed small set of web pages

Web developer and instructor University of Pennsylvania, Philadelphia, PA

- Created web pages, mostly for specialty libraries
- Trained librarians on how to do basic html editing so they could self-maintain the pages

Professional Development

- SkillPath Social Media Training, Pittsburgh, PA. 2013.
- Search Engine Marketing Expo, San Jose, CA. 2012.
- Market Segmentation, Somerville, NJ. 2011
- Understanding ISO 9001:2000, Pittsburgh, PA. 2008
- Search Engine Strategies
 - Platinum Passport, Chicago, IL. 2008
 - Platinum Passport, New York, NY. 2002
- Presenting Data and Information, A One-Day taught by Edward Tufte. Philadelphia, PA. 1998

Museum Experience

Curatorial Aid, Michigan Museum of Art. 1992

- While working for my Master's degree I worked in the registrar's office
- Duties included handling original art and moving objects from the collection

Summer Intern, Adirondack Museum, Blue Mountain Lake, NY, two summers, 1990 and 1991.

- Performed original research, written and oral, on the museum's acquisition of a trolley car turned diner
- Studied the evolution of roadside America, in particular eating establishments
- Assisted with registrar's responsibilities relating to the acquisition and processing of the diner and its artifacts

Actress, Independence Hall, Independence National Park, Philadelphia, June 1989 – October 1989.

- Performed historic dialogues and monologues in costume as part of a three member team of actors in the park's "Close Encounters" program
- Aided tourists by servicing as a park/city information source

Summer intern, Library Company of Philadelphia. June 1989 – August 1989.

- Created/organized a file for ephemera
- Translated sections of an early 19th century Spanish publication concerned with Haitian Revolt
- Assisted patrons with finding materials
- Paged, re-shelved and photocopied books from the library's extensive rare book collection

Publications

- "The Quad." This paper, focusing on the history of the University of Pennsylvania's dormitory system, was published in a book entitled *A Pennsylvania Album, Undergraduate Essays on the 250th Anniversary*.
- "History of the Fredericksburg Times Building" Excerpts from a paper by the same name were published in the *Fredericksburg Times*, a monthly magazine published in Fredericksburg, VA