

Rose Auerbach
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Skills and Qualifications

- Award-winning content developer
- Web site design and HTML (hand-coding in plain-text and Unix environments, HomeSite, DreamWeaver); CSS; content management systems; working knowledge of JavaScript, PHP, XML, Flash
- Excellent editorial and proofreading skills
- Project management
- Image editing, slicing, formatting and optimization (PhotoShop, Illustrator)
- Hands-on experience in viral marketing, contextual advertising and SEO

Work History

2008-present Freelance Web Content Consultant

- Provide copy and content editing services for Demand Studios' eHow.com, GardenGuides.com, and Travels.com, consistently meeting or exceeding productivity commitments.
- Assist private clients in launching and building out sites, ensuring that each site has a content updating plan in place.

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.
- Supported content generation for special projects.
- Researched, formatted and edited images to accompany site content.

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 payroll.com)

- Used research and analytical skills to evaluate advertising content for Google's AdSense and AdWords programs.
- 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. Set and enforced policies and handled user correspondence. Managed relationship with outside consultant.
- Worked with marketing department to identify, research and pursue partnership opportunities and customer relationships. Used personal contacts to place plugs in non-soap opera media.
- Compiled, edited, wrote content for and coded weekly HTML newsletter to site subscribers; distributed using ZusTek's eBizmailer package.
- Researched and formatted photos to accompany site content.
- Handled and tracked customer emails.
- Troubleshoot live event webcasts.
- 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

- 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*