

Rebecca Frasier

Objective

Versatile and quick-thinking social media and content expert with over a decade of experience seeks opportunity in dynamic, innovative work environment.

Employment History

Senior Copy Director of Brand Creative

November 2012 – Present · Sprinklr (formerly Dachis Group) · Austin, Texas

- Manage the entire creative team consisting of writers and designers
- Research and develop educational content and blog posts for client sites
- Create and oversee social content for a multitude of clients
- Participate in sales pitches and business development endeavors to identify opportunities and scope solutions

Content and Community Manager

August 2011 – November 2012 · Dachis Group · Austin, Texas

- Oversaw content creation and strategy for clients in a plethora of fields
- Specialized in content strategies and execution for all popular social media platforms
- Worked with traditional advertising agencies to ensure social initiatives complemented clients' other efforts
- Developed concepts for apps and campaigns to enhance clients' social presences

Community Management Practice Lead

April 2010 – August 2011 · Powered, Inc. · Austin, Texas

- Developed strategies for extending content capabilities and audience outreach within social networks and branded communities
- Provided community management for The Hosties, a Facebook application developed by Powered
- Managed subject matter experts, moderators, and instructors within internal branded communities and third-party sites
- Oversaw help desk communication and management across all client sites
- Assisted in creation and production of content

Manager of Publication Services

August 2008 – April 2010 · Powered, Inc. · Austin, Texas

- Managed a team responsible for production of online content
- Handled deadlines and workflow throughout entire content creation and production process
- Provided in-depth guidance on the product offering, new content types, and future features
- Assisted development team in implementation of product releases by communicating specific needs and testing new features
- Worked directly with account management and sales departments to establish client relationships that fully utilized the product offering
- Corresponded with clients during new implementations and launches to develop innovative content and features, and ensure quality of work
- Wrote, directed, produced, and filmed instructional videos
- Aided in development of new content

Creative Production Specialist

June 2006 – August 2008 · Powered, Inc. · Austin, Texas

- Responsible for production of all online content, including instructor-led courses and interactive tutorials
- Created and imported XML and XHTML into internal content management system
- Provided input on new features in future product releases
- Communicated with clients to ensure learning center content was up to standards
- Participated in planning and execution of more than 10 new client launches
- Managed deadlines and workflow throughout entire content production process
- Performed copy edits of all outgoing e-mails and managed error resolution for existing content
- Created and maintained company-specific writer's guide web page

Internet Content Editor

May 2005 – May 2006 · Golfsmith International · Austin, Texas

- Oversaw all content on Golfsmith website
- Wrote technical product copy for all web items and wrote marketing copy for all e-mails, newsletters, press releases, and landing pages
- Gained extensive experience converting technical information to prose and efficiently managing content
- Assisted in planning and implementation of Bazaarvoice product ratings and Scene 7 technology
- Used Adobe Photoshop and Scene 7 to prepare images for the web, including creating clipping paths and rendering dynamic, "zoomable" images
- Spoke directly with buyers, vendors, and Golfsmith catalog team about upcoming products and ensured all new products were on the site in time for launch
- Worked closely with buyers, IT department, call center, executives, and catalog team to improve flow of information
- Improved organic search rankings by creating search engine optimized web content
- Developed the popular Clubmaker's Library section of website, featuring instructional videos and content

Education

St. Edward's University · Austin, Texas

- Master of Science in Organizational Leadership and Ethics, 2010
- GPA: 4.0

University of Texas · Austin, Texas

- Bachelor of Arts in English with a minor in Linguistics, 2005
- Major GPA: 3.5

Other Experience

Software: Microsoft Office, Keynote, Adobe Creative Suite

Languages: HTML, XHTML, XML, CSS

Styles: AP, APA, Chicago