

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

Skills and Qualifications

- Award-winning content developer
- Email and social media marketing
- Front-end developer with significant experience in web site design and HTML; CSS; Blackbaud NetCommunity, Finalsite, WordPress and other content management systems
- Proficient in Microsoft Office and Adobe CS
- Excellent editorial and proofreading skills (AP and APA styles)
- Project management

Work History

2008-present Freelance Digital Content Consultant

Major clients and projects:

- Webmaster and Content Manager for Westridge School for Girls portal launch, including design implementation, coding and testing. General site update and email blast support as needed. (Contactor via TEKsystems)
- Social media consultant for opening of Discovery Cube LA museum.
- Profile writer for Match.com ProfilePro.
- Senior copy editor and taxonomist for Demand Studios properties including eHow.com, SFGate and Chron.com.
- Metadata compilation volunteer for Internet Archive projects.

2010-2014 Liberty Hill Foundation
Webmaster; Web Marketing Associate

- Updated and maintained site for Los Angeles-based philanthropic organization, collaborating with designers on new pages and features.
- Scheduled, created, laid out and distributed email blasts using Blackbaud NetCommunity and MailChimp.
- Promoted the organization and its work via text advertising, search engine optimization and social networking, tracking effectiveness with Google Analytics and AdWords metrics.

2007-2008 Ovation TV
Web Content Manager

- Managed day-to-day web site content, including programming updates, cross-promotional links and daily site-exclusive features.
- Liaison to artists submitting work for possible inclusion in website and on-air features. Selected spotlighted images and worked with artists to obtain necessary permissions.

2005-2007 Aquent

Marketing and Creative Services Contractor

- Used a variety of content and project management skills to execute projects for clients such as UCLA (external affairs), EarthLink (marketing communications) and DisneyShopping.com

2004-2005 Google
AdSense Quality Evaluator

- 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.
- 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 troubleshoot 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.
- 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
- Grand prize winner, *Win Ben Stein's Money*