Rose Auerbach

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www.roseauerbach.com

Skills and Qualifications

- Award-winning content developer
- Experienced content manager, curator, editor and asset manager
- Features writer and editor
- Proficient in Microsoft Office, Adobe CS and Airtable
- Front-end developer with significant experience in web site design and HTML; CSS; WordPress and proprietary content management systems
- Email and social media marketing
- Excellent editorial and proofreading skills (AP and APA styles; working knowledge of Chicago style)
- Project management

Work History

2016-2025 Fandango
Technical Content Manager

- Managed all content for industry-leading film ticketing site, interfacing with ticketing, operations, social and editorial stakeholders across Fandango, Rotten Tomatoes and streaming service Fandango at Home, as well as major studio partners.
- Editorial lead for original content supporting ticket on-sales and theatrical runs. Developed syndication model for exchanging content between Fandango and associated websites.
- Worked with SEO team to write and edit engaging content to both support current movies and improve search engine positioning.
- Asset research, management and programming for editorial and marketing initiatives.

2008-2016 Freelance Digital Content Consultant

Major clients and projects:
- Content publisher forFandango.com.
- Westridge School for Girls (contractor via TEKsystems): Webmaster and Content Manager for launch of Finalsite parent portal, including design implementation, coding and testing. Worked with stakeholders to gather and implement content. General site updates and email blast support as needed.

- 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 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 troubleshot distribution.
- Spearheaded award-winning ongoing story using community contributions.

Education

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*