

elisarochford

Digital, Social & Marketing Content

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SUMMARY

- Creative, organized and results-driven digital content and marketing expert.
- Passionate about planning, developing and delivering meaningful branded communication across digital, social and print media.
- Cross-industry experience in areas including education, technology, healthcare, politics, non-profits, Fortune 500s, small-and-medium-sized businesses and sole proprietorships.
- Project work in corporate communications, employee communications, investor relations, public relations, training, customer service and brand strategy.
- Skills include content creation, editing, proofreading, social media stewardship, digital asset management, content management, digital platform development, issues and trends research, taxonomy and tagging, brand and visual ID coordination, and site metrics and measurement.

EXPERIENCE

January 2020-present Design Ranch | Data Wrangler

Work includes:

- **Content Creation:** Developing extensive content for in-progress Design Ranch site redesign, creating client website content, generating marketing copy and writing business and technical content.
- **Editing:** Copyediting and proofing website content, client presentations, business proposals, advertising and marketing pieces, printers' proofs, and company emails.
- **Research:** Conducting competitive and market research for client presentations, as well as background research for clients' new-business plans.
- **Finance:** Handling bookkeeping and payables/receivables work, financial reporting and control, tax and compliance, and financial planning and analysis.

2010-present Self Employed | Digital, Social & Marketing Content Consultant

Select projects include:

- **Digital Content Creation:** **U.S. Congressional Candidate Jay Sidie** (Website updates using WordPress, Website creation and maintenance using Wix, newsletter content creation, email content creation, through two election cycles); **Artist Sharon Kopriva** (Wikipedia page creation, electronic image prep) **Williams, Birnberg & Andersen:** Website content creation, site coding updates to latest version of HTML, error corrections, meta tag additions, page descriptions).
- **Social Media Maintenance:** **U.S. Congressional Candidate Jay Sidie** (social media oversight, including Facebook, Twitter, LinkedIn, Instagram and Medium); **Artist Sharon Kopriva** (Facebook page creation, updates, maintenance).
- **Writing:** **The Dow Chemical Company** (partnered with senior engineering consultant to write technical manuals for building power plants); **Digital Imaging Group** (statements of work, website content and business proposals).
- **Editing:** **Blue Cross Blue Shield** (annual reports); **Harry S. Truman Library & Museum** (newsletters and special events literature), **The Hall Family Foundation** (75th anniversary book); **International Museum of Toys & Miniatures** (newsletters and promotional pieces); **Artist Sharon Kopriva** (retrospective book, show catalogs, press releases and other publicity and informational materials); **Unforked** (promotional materials for new menu items, magazine).
- **Research:** **AskWonder** (sourcing and responses to research questions), **Design Ranch** (biographies, pitches, web content and company backgrounders).

2007-2009

Rice University | Marketing Director

Select projects include:

- **Web site planning:** Provided thought leadership and guidance to university divisions, schools and departments on website development and Rice identity guidelines.
- **Digital asset management:** Designed and implemented a digital asset management solution with Portfolio software, including taxonomy development and staff training.
- **Campus campaign support:** Participated in initiatives including the centennial campaign launch, the children's campus opening, the campus transportation fair, bi-annual all-employee Town Hall meetings.
- **Crisis communications planning:** Worked with cross-functional team to develop plans for effective communications during extreme-weather events, technological breakdowns and other campus crises.
- **Brand merchandising:** Coordinated with an outside vendor to design and develop site to sell approved university-branded products for Rice marketers.
- **Brand guidelines development and education:** Partnered with advertising agency to develop, print and code official brand guidelines; trained internal marketers and reviewed proposed updates.
- **Copy development:** Created all-campus emails, presentations, RFPs, reports, internal web sites and external digital communications.

2005-2007

Design Ranch | Creative Services Consultant

Select projects include:

- **H&R Block:** generating naming ideas, editing and proofing ID books and annual reports.
- **CounterPunch:** digital copy development, editing and proofing website and print materials.
- **Saucy Sara's Salsa:** marketing copy, company overview.
- **Design Ranch:** web copy, biographies, newsletters.
- **Lee:** proofed in-store hangtag and merchandizing materials.
- **Otis College of Art & Design:** proofed special event marketing materials.
- **Redbud Gallery:** edited a book of artist-illustrated sonnets.
- **Various Clients:** Developed brand and product positioning strategies, naming ideas, brand architecture solutions, email marketing campaigns and integrated marketing solutions.

1995-2005

Dell | Senior Manager, Global Brand Strategy / Corporate Communications

Select projects include:

- **Visual identity management:** Created online visual identity (VID) management team to educate communicators about brand standards and evolve standards based on customer and business needs.
- **Site measurement:** Established site measurement team focused on maintaining Dell.com quality through ongoing auditing, benchmarking, customer satisfaction surveys and usability testing.
- **Intranet and internet development:** Led digital initiatives including a redesign of the Corporate Communications intranet, expansion of the Investor Relations internet, development of special events sites, etc.
- **Digital asset management:** Served as business lead for development of Digital Asset Management (DAM) tool designed to consolidate 20-plus disparate Dell marketing repositories into a single global repository.
- **Agency consolidation:** Drove online agency consolidation, achieving a 36-percent savings (\$5.4 M) in first year.
- **In-house photo studio creation:** Developed business case for in-house photo studio, sold to upper management, worked to design, build, outfit and staff studio consolidating the creation of Dell product and lifestyle photography worldwide.
- **Brand-Web Integration:** Established a brand strategy team to ensure online/offline marketing integration and online brand compliance worldwide.
- **Dell Customer Privacy Initiative:** Worked on core team to define processes, procedures and training to better protect customer personally identifiable information (PII).

EDUCATION & AWARDS

- **Columbia University,** New York, New York, Master of Science in Library & Information Science
- **University of Texas at Austin,** Austin, Texas, Master of Arts in Journalism
- **Southern Methodist University,** Dallas, Texas, Bachelor of Arts in Communications, minor in English
- **Fellowships:** Reader's Digest Excellence in Journalism (UT) and Ada Francis Miller Journalism Fellowship (UT)
- **Honors:** The Honor Society of Phi Kappa Phi member (UT), Cum laude graduate (SMU)