

RUXANDRA GIURA

ruxandra.giura@gmail.com
202-222-8488
www.ruxgiura.com

EXPERIENCE

Program Manager for Online Services - The Wildlife Society, Bethesda, MD 10/2009 - Present

Manage web content for effective communication and membership relationship development. Develop, coordinate and maintain new online services. Lead online marketing efforts for membership recruitment and retention. Monitor and analyze web traffic and create reports. Gather and analyze required resources, develop flow charts for critical paths and problems. Manage customer expectations and contractor fulfillment. Conduct regular training for staff to use software. Shape the IT and online communication strategy.

Webmaster - The Wildlife Society, Bethesda, MD 01/2007-10/2009

Led and executed complete redesign of the headquarters Web site, including customizing a new CMS. Redesigned affiliated Web sites, created more than 80 templates and trained subunit webmasters to manage their own sites. Conducted membership and audience studies. Routine tasks: optimize Web architecture for navigability, develop and enforce the house style; produce designs for print and Web, write and edit content for the HQ Web site, create and install tools to improve online services, provide first-level user support.

Coder - Project for Excellence in Journalism, Washington, DC 07/2006-03/2007

Coded news content across media spectrum for research projects.

Web Developer - Triratna Design Group, Washington DC 09-12/2006

Developed Web sites using different technologies for boutique design firm.

News Design Intern - Washingtonpost.com, Arlington, VA 06-08/2006

Created designs to support news coverage, including icons, illustrations and graphics. Adapted newspaper graphics and maps for the Web.

Web developer/Grad. Assistant - American University, Washington, DC 08/2005-12/2006

Maintained and developed Web sites for the School of Communication. Provided technical expertise for the Interactive Journalism master's program.

Graphic Design - Intern International Center for Journalists, Washington, DC 05-07/2005

Maintained Web sites managed by ICF and produced promotion material.

Teaching Assistant - Louisiana State University, Baton Rouge, LA 08/2004-04/2005

Provided expertise in Web and graphic design using HTML, DreamWeaver, Adobe Photoshop, QuarkXpress. Assisted professors in the Visual Communication department.

Reporting Intern - Scripps Howard Foundation Wire, Washington, DC 09-12/2003

Wrote stories for the wire service covering Congress, national and international business events, and local issues.

Reporting Intern - Reuters, Bucharest, Romania 05-07/2003

Reported and researched national stories to find international angle. Fixer for local Reuters correspondent.

Staff Writer - The Bullet, Bucharest, Romania

10/2002-05/2003

Broke stories on student health, culture and politics for the Romanian-English monthly newspaper, produced as a project by the Center for Independent Journalism and the University of Bucharest. Also rotated positions of editor-in-chief, graphics editor, copy editor for the English section and designer for the Romanian section. Promoted newspaper and its Web site.

Intern – TVR, Bucharest, Romania

07/2002

Interned with the professional development section of the Romanian public television station. Shot news.

Reporting Intern - Radio DeltaRFI, Bucharest, Romania

07/2001

Researched and reported news for feature radio show for the Romania section of Radio France Internationale.

EDUCATION

M.A. Journalism and Public Affairs - American University, Washington, DC.

2006

B. A. Journalism - University of Bucharest, Romania

2004

COMPUTER SKILLS

MS Office, Adobe Photoshop, Adobe Image Ready, Illustrator, ACDSee, Freehand, CoolEdit, Sound Forge, Adobe Audition, Adobe Premiere, Avid News Cutter, Avid Xpress Pro, Final Cut Pro, QuarkXpress, Adobe InDesign, Adobe PageMaker, Macromedia Dreamweaver, Macromedia Director, SPSS. Advanced knowledge of HTML, CSS, XML, W3C standards, SEO. Working knowledge of PHP and Flash. Familiar with various content management systems. Proficient setting up, customizing, using and teaching Joomla! and WordPress. Advanced knowledge of Google Analytics. Proficient using various online marketing and survey software solutions. Familiar with iMIS.

LANGUAGE SKILLS

English: Certified Romanian-English Translator. Cambridge proficiency certificate | Romanian: Native speaker
French: Beginner | Spanish: Intermediate

HONORS AND ASSOCIATIONS

Member of: Online News Association, DC Web Women, Nonprofit Technology Network

Awarded Hall of Nations scholarship by the School of Communication at American University