RUXANDRA GIURA

Innovative, tech-savvy online content specialist with a comprehensive background in journalism, design, marketing and web production. Over a decade of experience working across media using multiple languages, building and managing websites for organizations in the private and public sectors.

Functional/Technical Areas of Expertise:

- Web Content Management
- Digital Outreach & Strategy
- Print & Web Production
- Social Media
- Information Architecture
- 508 Compliance

Skills/Success Factors

- Writing
- Web Design
- Social Media & Email outreach
- Editing
- Web Content Publishing
- Usability Testing
- Audio & Video Production
- Process & Procedure Documentation
- Graphic Design

Software/Web Expertise

Software: MS Office, Photoshop, Illustrator, Freehand, Audition, Audacity, Premiere, Avid News Cutter, Final Cut Pro, QuarkXpress, InDesign, Dreamweaver, Director, SPSS.

Web: Advanced knowledge of HTML, CSS, XML, RSS, SEO, Google Analytics, SiteCatalyst, Webtrends; working knowledge of PHP, MySQL, JavaScript, jQuery; Drupal (expert user), DotNetNuke, Vignette, ePublish; proficient setting up, customizing, using and teaching Joomla!, WordPress; proficient using various online marketing and survey software solutions.

EMPLOYMENT EXPERIENCE

IT Specialist – Federal Trade Commission, Washington, DC   06/2016 - present

Serve as a digital communications technology expert responsible for developing and managing FTC.gov content publishing; Drupal subject matter expert; perform administrative, development, testing, management tasks; collaborate with contractors on system updates, maintenance and enhancements.

Sr. Web Producer – VMD Systems/NSF, Arlington, VA   10/2012-05/2016

Provided onsite web production support for the National Science Foundation's Office of Legislative and Public Affairs. Edited and published news and outreach content to the external NSF websites. Designed, built and tested mini-sites; Created and distributed HTML email newsletters. Developed and maintained content updating procedures and operations documentation. Supported social media campaigns. Reported and analyzed web statistics and offered recommendations for improvement. Trained staff to use proprietary web content management system and other web technologies. Ensured web content complies with Section 508 and other federal requirements.

Web Content Editor – American Society of Clinical Oncology, Alexandria, VA   05/2011-10/2012

Maintained ASCO's websites: developed new content, worked with business owners and listened to internal and external feedback (from clinical oncologists, and other research and medical professionals) to find innovative solutions using industry best practices; improved UX and IA; trained new content producers. Created unified style for digital products across platforms to strengthen branding. Performed routine testing and QA, and

provided technical support for internal and external users of ASCO's websites, apps and other digital products.

Program Manager for Online Services - The Wildlife Society, Bethesda, MD   10/2009 – 04/2011

Managed web content for effective communication with the public and membership relationship development. Developed, coordinated and maintained new online products and services. Led online marketing efforts for membership recruitment and retention. Monitored and analyzed web traffic and created reports for senior management. Gathered and analyzed requirements, developed flow charts for critical paths and problems. Managed customer expectations and contractor fulfillment. Conducted regular training for staff to use software. Shaped 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 setting up, customizing a new CMS, building and testing new extensions. Redesigned affiliated web sites, created more than 60 templates and trained subunit webmasters (who were Fish and Wildlife Service state or federal employees) to manage their own Joomla! sites. Conducted membership and audience studies. Optimized web architecture, developed in- house style. Produced designs for print and web. Created and installed tools to improve online services; provided tech support to staff and members.

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

Coded news content across media spectrum for research projects.

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. 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.

EDUCATION

M.A. Journalism and Public Affairs - American University, Washington, D.C.   2006

B. A. Journalism - University of Bucharest, Romania   2004

HONORS AND AWARDS

APEX Award of Excellence – Small website design (2011)
Hall of Nations Award - School of Communication at American University (2005)
Semester in Washington Reporting Scholarship – International Center for Journalists (2003)

LANGUAGE SKILLS

Certified Romanian-English Translator | Romanian: Native speaker | Spanish: Intermediate