

# Anne-Claire Siegert

Denver, Colorado

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<b>Education</b>	<b>University of Tennessee</b> B.S. in Journalism	Knoxville, Tennessee May 2008
<b>Publishing Experience</b>	<b>Colorado Academy</b> <i>Digital Media Specialist and Webmaster</i> *Builds and maintains websites, optimizing for SEO and user experience *Creates content, and plans and schedules dynamic social media posts for Facebook, Twitter, Instagram, LinkedIn and Snapchat *Utilizes analytics and insights for strategic marketing *Assesses and refines digital engagement strategy on all social media channels *Writes, edits and distributes press releases *Assists with writing and design of marketing materials *Serves as photographer and videographer *Writes and distributes e-blasts *Develops, writes, and edits articles for marketing and communications vehicles *Collaborates with a wide variety of departments, including the Admission, Alumni, and Development offices, to meet their communication needs	Denver, Colorado May 2014- Present
	<b>Yellow Scene Magazine yellowscene.com</b> <i>Editor-In-Chief, Copywriter</i> *Generate story ideas, write articles and website content, as well as marketing copy for the media kit, e-blasts and brochures *Utilize SEO and analytics to drive more traffic to the website *Manage designers in order to achieve brand consistency and ensure completion by deadline *Promote events using social media, blogs and giveaways *Edit all content, hire and manage freelancers and guest bloggers, and upload content to the web *Create and place news on the website, promoting the material through social media	Erie, Colorado Feb. 2013 - Dec. 2013
	<b>The Robesonian robesonian.com</b> <i>Features Editor</i> *Develop creative story ideas *Write and edit copy, as well as cutlines and compelling headlines *Shoot photographs and collaborate with staff to design page layouts *Proofread all content for the Features, Business and Education sections twice weekly	Lumberton, North Carolina Feb. 2012- Jan. 2013
	<b>Salon salon.com</b> <i>Travel and Recreation Blogger</i> *Write editorials and travel stories for <i>Open Salon</i> , establishing and maintaining a voice	Remotely Sept. 2010-Present
	<b>The Metro Pulse</b> <i>Intern</i> *Write and edit stories *Post information onto the website	Knoxville, Tennessee Sept. - Dec. 2007
	<b>Going Coastal Magazine</b> <i>Columnist</i> *Write a quarterly fashion column	Beaufort, South Carolina Jan. - Aug. 2007
	<b>The Florentine</b> <i>Intern</i> *Write on-demand articles	Florence, Italy Sept.- Dec. 2006
<b>Teaching Experience</b>	<b>Seoul Metropolitan Office of Education</b> <i>Teacher</i> *Collaborate with teachers to create lesson plans *Hold open classes demonstrating successful teaching methods	Seoul, South Korea Feb. 2010- Feb. 2011
	<b>Chungdahm Institute, CDI April</b> <i>Head Instructor</i> *Supervise and evaluate staff members *Instruct students of all ages and skill levels	Busan, South Korea Nov. 2008- Dec. 2009