

Anne-Claire Siegert

Richmond, Virginia
804-616-9275
Siegert.a@gmail.com

www.anne-clairesiegert.com/

Education	University of Tennessee B.S. in Journalism	Knoxville, Tennessee May 2008
Experience	<i>TheWarHorse.org</i> Freelance SEO and Website Manager *Served as project manager for website redesign *Upload and maintain content, optimizing for search based on keyword research *Maintain plugins and site functionality	Remote January 2019 – Present
	<i>Allen, Allen, Allen & Allen</i> Content Manager and Strategist *Utilize SEO and Google Analytics to maintain a strategic content calendar *Manage external consultants, including photographers, videographers, and SEO consultants *Write and edit blog posts, press releases, social media posts, e-books, website copy and video scripts *Build and distribute e-blasts *Maintain the website and build out pages and forms *Organize and manage photoshoots, providing art direction *Design and develop assets to convert potential clients, including marketing brochures and ads *Edit video for use in commercials, on social media and as client testimonials *Respond to reviews on various platforms and websites *Promote community outreach events *Utilize Adobe products, including InDesign, Illustrator, Premier Pro, After Effects and Photoshop, to edit photos and video, and perform graphic design	Richmond, Virginia June 2018 – Present
	<i>Colorado Academy</i> <i>Digital Media Specialist and Webmaster</i> *Build and maintain websites to promote various campaigns *Optimize websites for SEO *Create content, and plan and schedule social media posts to Facebook, Twitter, Instagram, Google Plus, LinkedIn and Snapchat *Utilize analytics and insights for strategic marketing *Assess and refine digital engagement strategy on all social media channels *Assist with writing and design of marketing materials *Serve as photographer and videographer *Write and distribute internal and external e-blasts *Develop, write, and edit articles for marketing and communications vehicles *Produce various communications for a wide variety of departments, including the Admission, Alumni, and Development offices	Denver, Colorado May 2014- February 2018
	<i>Yellow Scene Magazine yellowscene.com</i> <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
	<i>The Robesonian robesonian.com</i> <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
Classes & Certifications	Front End Web Development at General Assembly <i>Student</i> *Completed a front end web development course *Learned CSS, HTML, JavaScript and jQuery	Denver, Colorado Oct.-Dec. 2017
Teaching Experience	Seoul Metropolitan Office of Education <i>Teacher</i> *Collaborate with teachers to create lesson plans *Hold open classes demonstrating successful teaching methods	Seoul, South Korea Feb. 2010- Feb. 2011