MEREDITH W. LABRIE

Web, Social Media, and Marketing Professional

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SUMMARY

More than ten years' experience designing websites, online marketing campaigns and curating content for web, social and print. Best-practices user experience-centric philosophy drives engaging and intuitive websites. Quickly learns new technology and eager to assess web trends. Well-versed in web accessibility standards. Equally successful in team and self-directed settings.

EDUCATION

Information Technology & Informatics, BA   **Rutgers University**, New Brunswick, NJ

EXPERIENCE

Interactive Project Manager   September 2007 – present

Learning Ally (formerly Recording for the Blind & Dyslexic), Princeton, NJ

- Responsible for **LearningAlly.org,** the website for the national non-profit organization Learning Ally. Helped oversee website redesigns in 2014, 2012 and 2010. Most recent web redesign resulted in a 22% increase in new web traffic, and 20% increase in time spent on site, and 13% increase in increased online revenue generated. Perform daily content curation of website using WordPress CMS. Website meets US Section 508 and W3C Web Content accessibility standards.

- Recommend and implement digital marketing and online lead generation strategies for broadening reach and potential audiences. Online campaigns integrate with CRM system.

- Provide Google Analytics, SEO/SEM support. Ensure website content aligns with SEO strategy and recommend changes based on Google Analytics reports.

- Design landing pages and online strategies for marketing, online fundraising and customer support initiatives.

- Project management for **explore1in5.org** in 2013. This online community for user-generated content supports a dyslexia awareness campaign driven by social media.

- Establish social networking presence on Facebook, Twitter, and YouTube. Facebook page has grown to more than 31,000 "likes." Build relationships with online community and identify candidates to be promoted in marketing efforts.

- Produce and edit promotional and testimonial videos for website, YouTube and company events. Responsible for maintaining video feed to TV at headquarters and satellite offices.

- Communicate to members, donors, volunteers, and prospects via webinars, newsletters, and e-blasts. Design, test and deploy using Constant Contact and Mail Chimp.

WEB
CSS
Dreamweaver
Google Analytics
Google AdWords
HTML/XHTML
JavaScript
Jquery
PHP
Search Engine Marketing (SEM)
Search Engine Optimization (SEO)
WordPress

MULTIMEDIA
Audacity
AfterEffects
Digital Signage
Illustrator
Online banner ads
Photoshop
Premiere

SOCIAL MEDIA
E-Blasts
Facebook
Pinterest
Podcasting
Twitter
YouTube

MISC
Axure
MS Office Suite
Style Guides
User Experience
Webinars
Wire-Framing

TRAINING
Web Accessibility Principles (2011)
Leadership in a Project Environment (2009)
Successful Project Management (2008)

Marketing Coordinator   December 2004 – September 2007

BANC3, Inc., Cranbury, NJ

- Designed the website **banc3.com** for local engineering firm. Developed wire-frame prototypes, and coded the final design using Dreamweaver. Maintenance involved adding content to the site's project portfolio, Flash functionality, news, photos, updated brochures, and client information.

- Designed and published company marketing brochures and presentations for both print and online distribution.

- Wrote proposals for Federal, State, Corporate, and Local engineering contract opportunities using SF330, SF255, and SF254 document formats, as well as custom-designed templates. Proposal-to-awarded contact success rate for 2006 was 24%.

- Built and maintained Microsoft Access database of business contacts and company employees.

Web Designer   May 2001 – November 2004

Rutgers University, New Brunswick, NJ

- Designed and maintained over twenty program websites under the umbrella of the Rutgers University English Department.

- Notable projects included the *Writing Program* website, the complete redesign of the main *English Department* website, and the creation of several satellite websites (*NewToRU* for English Department transfer students, *English as a Second Language*, *Creative Writing*, and individual websites for each Writing Center at Rutgers University – New Brunswick).

- Designed the interface and wrote technical tutorials for *GetIT*, a support website for faculty, staff, and students involved with the English department. Tutorials developed included Adobe Photoshop, Adobe Dreamweaver, Microsoft Office, and PC Troubleshooting.

- The online presence of the Rutgers English Department remains one of the most active and robust in the entire University due to the diverse nature of the sites it encompasses.

- The design process incorporated the use of wire-frame prototypes, CSS, and graphic/web design software. The English Department website in particular made us of rigorous usability testing with student, faculty, and staff focus groups.