

SHELLEY KEITH

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Summary

I'm here to help. I use the web to do that.

Experience

Website Coordinator (2009 - Present)

Southern Arkansas University, Magnolia, AR

- Implement and manage a University-wide open-source content management system, WordPress, including the continuous training of more than 400 internal users
- Develop web initiatives to support University marketing and retention efforts
- Work with other University officials to develop University web policies on accessibility and departmental content requirements
- Establish and maintain the University's social media presence, currently including Facebook, Twitter, YouTube, LinkedIn, and Flickr

Technical Reviewer (contract) - Beginning WordPress 3.0 by Stephanie Leary (2010)

Apress, Inc., New York, NY

- Reviewed, tested, and edited code samples, screenshots, and instructions

Webmaster (2004 - 2009)

Southern Arkansas University, Magnolia, AR

- Managed the University website, which contains more than 50 academic and administrative departments
- Worked with departments to assess their specific web needs and research solutions
- Led strategic planning to develop a University web presence based on the demonstrated needs of users

Development Director (1994 - 2003)

I.E., LLC, Mequon, WI

- Responsible for overseeing both internal and external development projects
- Coordinated communication efforts between clients, consultants and internal staff
- Oversaw client services including web assessment, creation and implementation
- Provided customer service, support and training to clients

Tools and Skills

- Web: HTML, CSS, PHP, ASP, Photoshop, WordPress
- Specialties: Project management, content strategy, training, technical support, technical writing, writing for the web, usability, accessibility

Community and Professional Involvement

- Arkansas Higher Education Web Conference Committee Co-Chair (2009-present)
- Higher Education Web Professionals Conference Program Committee (2007-present)
- Arkansas Community of Excellence, Knowledge Based Companies Committee - Magnolia, AR (2007)
- Project Management Institute
- Council for the Advancement and Support of Education
- Women Designers Group
- University Web Developers

Conference Presentations

- The WordPress University, with Stephanie Leary of Texas A&M University, HighEdWeb, October 23, 2011
- Building your minion infrastructure: Training your content contributors to help, not hinder, with Susan Ragland of Tarrant County Community College, Arkansas Higher Education Web Conference, July 22, 2011
- Win Friends and Influence People with BuddyPress, Penn State University Web Conference, June 14, 2011 and WordCamp Fayetteville, July 30, 2011
- WordPress 3.0 for Fun & Profit the Sake of Your Sanity, Penn State University Web Conference, June 13, 2011
- WordPress/WordPress MU for Higher Ed Websites, HigherEdExperts Webinar, April 15, 2010

Education

Southern Arkansas University, Magnolia, AR (December 2011)

- Bachelor of Business Administration (3.75 GPA)
 - General Business with a minor in Management Information Systems
- Invited and inducted into Alpha Chi and Beta Gamma Sigma academic honor societies
- Phi Beta Lambda top awards in marketing, management, e-business, project management, microeconomics, and information management

Honors and Accolades

- CASE District IV Accolade Award for World Wide Web Site (2006-2009)
- CASE District IV Accolade Award for eNewsletter (2007)
- Admissions Marketing Report Merit Award (2007)