

TRACY CAMPBELL

Boston, MA • 616-485-5998 • tracy_campbell@emerson.edu • [LinkedIn](#) • [Portfolio](#)

CODER/ EDITOR/ WRITER

EDUCATION

Master of Arts in Publishing & Writing - Emerson College, Boston, Massachusetts
Intended Graduation May 2017

Bachelor of Arts in Creative Writing; Minor in Spanish - Ohio Northern University, Ada, Ohio
Graduated May 2011

Sigma Tau Delta, Phi Kappa Phi, and Alpha Lambda Delta Honor Societies

Recipient of Trustee Recognition Scholarship; Dean's List (4 years)

International study of Spanish in Cusco, Peru (Summer 2009)

SKILLS

- Mac, Windows
- iWork, Microsoft Office
- Wordpress, Drupal
- HTML, CSS
- Research, Fact Checking
- Copywriting, Creative Writing
- Copyediting, Proofreading CMS and AP

PROFESSIONAL EXPERIENCE

Rubin Pfeffer Content - Boston, Massachusetts November 2016 to present

WEB MASTER

- Updated website content as necessary.
- Researched alternative web content management systems to save money.

The Pohly Company - Boston, Massachusetts May 2016 to August 2016

EDITORIAL RESEARCHER

- Fact checked magazine articles by researching via the Internet, email, and phone.
- Wrote pieces based on research and interviews conducted companies and students.

The MIT Press - Cambridge, Massachusetts January 2016 to August 2016

INTERN FOR DIGITAL PRODUCTS DEPARTMENT

- Prepared and added titles to CogNet and Arteca by coding XML files, running scripts, uploading files to appropriate FTP folders, and coordinating metadata with Drupal fields.
- Researched citation and reference management software to assist in implementation on CogNet and promote a better user experience.
- Developed ebooks using HTML and CSS to replicate the print book design.

LogMeIn - Boston, Massachusetts August 2012 to May 2014

JUNIOR COPYWRITER

- Enticed customers to try and buy products via B2B and B2C emails, flash and static banners, landing pages, and websites.
- Researched old, new, and upcoming products and worked with Product and Marketing departments to ensure accurate information.
- Wrote and edited compelling copy and assisted in the design of print media for conferences and events hosted or attended by LogMeIn products.

Meijer, Inc. - Walker, Michigan

May 2008 to January 2010

COPYWRITER

- Thoroughly researched technologies, products, and materials to write buying guides.
- Wrote compelling slogans for product sub-categories.
- Incorporated SEO keywords into headers and footers for categories and sub-categories.
- Composed and proofread unique copy for print and online use, including emails, slogans, and product pages.

ADDITIONAL EXPERIENCE

Redivider (Emerson College) - Boston, Massachusetts

May 2016 to present

COPY CHIEF

- Hired and managed proofreaders and copyeditors by delegating approved pieces for editing, and creating an official style guide.
- Copyedited and proofread material to ensure grammatical and mechanical accuracy, readability, and style compliance.

Ceridwen (Ohio Northern University) - Ada, Ohio

September 2009 to May 2010

CO-EDITOR

- Helped found *Ceridwen*, a genre-fiction literary journal, and assisted in the review and approval of student submissions.
- Drove on-campus promotion to encourage contributions and increase readership.
- Edited copy for style and grammar.

eMedia (Ohio Northern University) - Ada, Ohio

September 2010 to May 2011

COPYEDITOR

- Wrote and edited submissions in topics ranging from technological advances to book reviews.
- Worked in Drupal to help design site, maintaining layout and advising on UX optimization.

Tavern in the Square - Salem and Boston, Massachusetts

July 2014 to October 2016

BARTENDER/ SUPERVISOR/ SERVER

- Memorized a wide selection of meals and ingredients to provide recommendations to customers.
- Provided friendly and efficient service to customers.
- Educated self on over 30 draft and bottled beers and a selection of craft cocktails.
- Crafted cocktails based on customer preferences, including new cocktails and classic drinks such as cosmopolitans.
- Kept beer walk-in, liquor room, and keg room organized.
- Ran food and bussed tables to guarantee efficient turnover.
- Trained new servers and bartenders in customer expectations and server protocol.