

JOANNA RUSSELL BLISS

writer, editor, web strategist, content manager, reader, thinker

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Accomplished **Marketing Strategist & Copywriter** with more than 15 years' experience managing print and interactive marketing projects. Record of success increasing sales and productivity by creating consistent and targeted strategic marketing materials. Innovative, flexible and highly creative professional with a wry sense of humor and proven abilities in writing and design. Detail-oriented team leader with a strong background in education and language, and exceptional project management, organizational and communication skills.

PROFESSIONAL EXPERIENCE

FREELANCE DIGITAL MARKETING STRATEGIST & COPYWRITER,
HOBOKEN, NJ; ATLANTA, GA; BETHESDA, MD; AND DALLAS, TX

2008-PRESENT

Chosen by two separate physical therapy companies to maintain their websites and work on other marketing projects as needed:

- **PTPN**, Calabasas, CA
A leading membership network of physical therapists that negotiates contracts for its members and protects their rights as private business owners.
 - ⇒ Led the company through two complete redesigns of their B2B website, ptpn.com, in 2009 and 2018.
 - ◇ In 2009, created a new site map to ease navigation for the multiple types of users that would visit the site. Transitioned from having to ask graphic designers to do most copy updates to managing this process myself.
 - ◇ In 2018, simplified the site to make it mobile-friendly on the front end and easier to update on the back end.
 - ⇒ Continue to maintain the company's site for consumers, physiquality.com. Preparing for a redesign of the site in 2018.
 - ⇒ Began writing semimonthly blog entries in 2011 on [health, wellness and fitness topics](#).
 - ⇒ Wrote semimonthly blog entries on the [business of physical therapy](#) from 2012 to 2015.
- **EDUCATA.com**, Calabasas, CA
An online learning community for rehabilitation therapists.
 - ⇒ Within one month, was given management of production calendars and application for CEU status in the 23 states that require such approval. In 2015 and 2016, managed expansion of site to include occupational therapists and speech-language pathologists, including working with outside consultants to learn about appropriate courses for these fields and completing a year-long process to become approved providers for OTs and SLPs by the national organizations for both fields.
 - ⇒ Oversee production of all new presentations, coordinating communication between eProfessors, production team and management as necessary. Promoted to Director of Production in 2015, supervising a group of production subcontractors. Expanded the course catalog from five courses, 12 lectures and 21 hours of content in 2008 to its current collection of 54 courses, 99 lectures and more than 250 hours of content.
 - ⇒ Heading a new project co-sponsored with the Oncology Section of the American Physical Therapy Association to offer a specialization workshop in edema management. As all prerequisites are done through EDUCATA online, working with a team from both EDUCATA and the Oncology Section to manage everything leading to these workshops in Newark, NJ and Valencia, CA in the fall of 2018.
 - ⇒ Maintain copy and course data throughout educata.com, making sure all listings are up-to-date. Applied AMA and AP style throughout the website, creating an easier-to-read format.
 - ⇒ For five years, created and sent bimonthly eblasts to up to 75,000 addresses, promoting new and existing courses and offering special promotions.

Hired by a website design firm as a copywriter/editor and quality assurance contractor:

- **EAT SLEEP WORK**, El Segundo, CA
A creative agency that does graphic design for a variety of platforms.
 - ⇒ Wrote new copy and edited existing copy for website redesign and additions for a nursery in Southern California.
 - ⇒ Proofed all new pages, checking for both editorial and web flow errors.

Worked with smaller companies to create and maintain their websites:

- **FOUR CORNERS CREATIVE**, New York, NY
A locally-owned studio offering classes in dance, acting and singing to children in Manhattan.
 - ⇒ Updated copy on www.fourcornerscreative.com to be stylistically consistent across the site and more searchable via improved header tags and image captions; maintained website for two years.
 - ⇒ Created flyers for **marketing** and class registration.
 - ⇒ Put together eblasts to mailing list announcing schedules, new programs and more.
- **ABBEY BELL CATERING**, Hoboken, NJ
A small, local catering company that offers catering for events, cooking lessons, and weekly menus.
 - ⇒ Oversaw the entire process of launching www.abbeybell.com, from initial concept to final draft.
 - ⇒ Introduced owner to a web design firm and found a design template for the site.
 - ⇒ Wrote and coded all copy, uploaded all images, and prepared the site for launch.
 - ⇒ Taught owner how to write and upload blog posts to website.

MARKETING COMMUNICATIONS SPECIALIST
PTPN, CALABASAS, CA

2007-2008

A leading membership network of physical therapists that negotiates contracts for its members and protects their rights as private business owners.

As a full-time staff member, created all marketing pieces sent to potential members and payers via both snail mail and email, and oversaw creation of consumer site for completely new brand.

- Led the creation of physiquality.com, a complex site that had to communicate to members the benefits of offering fitness and wellness programs in their clinics, and had to advertise to consumers how to find such programs in our clinics across the US. This included finding the design company, creating a site map, overseeing all production and maintaining all copy on the site once completed.
- Maintained **B2B website** by working directly with graphic designers to continually update content and keep the site up-to-date.
- Learned HTML code in order to better maintain physiquality.com and add links, images and more to the website via WordPress.
- Created a style guide for regional and national offices to follow for consistent communications across the company.
- Created communications postcards and newsletters – both print and electronic – for members and payers.

CATALOG & WEBSITE SPECIALIST

2003-2006

DISCOVERY EDUCATION (FORMERLY CLEARVUE & SVE), CHICAGO, IL

Leading provider of educational content via VHS, DVD, and digital video; a division of Discovery Communications, Inc.

Selected all product for print and online catalogs, worked with purchasing to verify product information, and set prices. Maintained e-commerce site, uploading new products and maintaining current listings.

- Oversaw all catalog production, working with art department from first page drafts to approving final proofs. Took over production responsibilities from VP of Marketing after company buyout, coordinating printing of catalog and creation of mailing lists.
- Increased productivity and reduced overtime for creative staff by improving communication and refining production process for catalogs.
- Consistently applied Chicago Manual of Style to all marketing materials and improved all copy on e-commerce site, making all copy consistent with both Chicago Manual of Style and in-house style manual.

- Increased amount of products on e-commerce site from 10,000 to 20,000 over four years while increasing e-commerce sales 64% from 2004 to 2006, from \$122,000 to over \$200,000.
- Analyzed e-commerce site and determined improvements to usability and functionality for site overhaul.
- Developed process for creating content for new streaming media site, organizing information and deciphering new software for encoding, segmenting, and correlating video files.
- In 2005 and 2006, organized photo shoots for catalog covers, coordinating models, locations, and photographer.

SKILLS

- Expert at analyzing website flow and redesigning a site's flow chart in order to maximize the user's experience and ability to find information quickly.
- Prolific writer on a variety of topics, including advice from experts on health, wellness and fitness, as well as alumnae news for graduates of the University of Missouri and, in particular, Alpha Phi alums.
- Expert in three separate editing/proofing styles: Chicago Manual of Style, AP Stylebook, and AMA Style (primarily for citations)
- Proficient in Microsoft Word, Excel, Publisher and PowerPoint, as well as Articulate add-in for PowerPoint, Audacity audio recording software, and the creation of PDFs/use of Acrobat to share comments on publications.
- Experienced in basic html and WordPress, knowledgeable of Joomla, and quick to learn other custom content management software.

EDUCATION

MASTER OF ARTS IN ENGLISH
Loyola University of Chicago

BACHELOR OF SCIENCE IN SECONDARY EDUCATION, Honors Scholar
BACHELOR OF ARTS IN ENGLISH, Minor in History
University of Missouri

ADDITIONAL EXPERIENCE

- Communications Co-Chair and Board Member of the [Friends of the University Park Public Library](#), a non-profit group that raises money for the community library in the town of University Park.
- Member since 2011 of the [Griffiths Leadership Society for Women](#), an invitation-only group of alumni of the University of Missouri dedicated to leadership development, mentorship and lifelong learning.
- More than 35 years of dance training in tap, jazz, ballet, ballroom and modern. Have studied at such studios as Joy of Motion in Washington, D.C.; Dance 101 in Atlanta, GA; Dance New Amsterdam (now Gibney Dance) in New York, NY; and the Lou Conte Dance Studio (associated with the Hubbard Street Ballet) in Chicago.
- Member of [Elle](#) magazine's Readers' Prize panel from 2011 to 2016; periodically asked to read and review a group of three books for publication.
- Launched and maintained the website for the Atlanta chapter of the Mizzou Alumni Association as Secretary of chapter for three years.
- Wrote semimonthly posts for a year for the Mizzou Alpha Phi blog, to keep members up-to-date on alumnae news and chapter history.
- Maintained the website at [mizzounyc.com](#) for the NYC chapter of the Mizzou Alumni Association as Secretary of chapter for three years.
 - ⇒ Wrote updates for the website and posted profiles of local alumnae to quarterly online newsletters.
 - ⇒ Created print pieces to advertise chapter events and distribute advice about living in Manhattan.
- Taught 8th grade social studies and English for three years.
- Eight years on and off in retail with the Gap and Banana Republic as salesperson and cashier.