

# JOANNA RUSSELL BLISS

librarian, teacher, web strategist, content manager, reader, thinker

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Detail-oriented digital strategist and content manager with a strong background in education and language, as well as exceptional project management, organizational and communication skills.

Current student in graduate school working toward a Master's degree in library science. Innovative, flexible and highly creative intellectual with a wry sense of humor and proven abilities in writing, project management and design, as well as more than 15 years' experience managing print and digital marketing projects. Searching for an entry-level librarian position in user services at an academic library in the Dallas-Fort Worth area.

## EDUCATION

**MASTER OF SCIENCE IN LIBRARY SCIENCE**, University of North Texas, Dallas, TX (expected 2021)

**MASTER OF ARTS IN ENGLISH**, Loyola University of Chicago, Chicago, IL (2002)

**BACHELOR OF SCIENCE IN SECONDARY EDUCATION, BACHELOR OF ARTS IN ENGLISH**, University of Missouri, Columbia, MO (1997)

## PROFESSIONAL EXPERIENCE

### RESEARCH & USER EXPERIENCE INTERN

2019-PRESENT

**SOUTHERN METHODIST UNIVERSITY**, DALLAS, TX

*A nationally-ranked private university, and a distinguished center for global research with a liberal arts tradition.*

Cover the reference desk at Fondren Library, helping students and faculty locate resources and research assignments. Teach undergraduate students about the process of research through in-class and in-person sessions.

- Provide front-line research support to anyone seeking help, via chat, email, phone, and in-person service.
- Shadow in-class and in-person consultations led by staff librarians, in preparation for giving such sessions in Spring 2020.
- Member, SMU LEAD committee, which produces staff development/continuing education programs for library staff.
- Support staff for Digital Humanities Research Institute, a four-day conference planned on campus in August 2020.

### FREELANCE DIGITAL MARKETING STRATEGIST & COPYWRITER,

2008-PRESENT

HOBOKEN, NJ; ATLANTA, GA; BETHESDA, MD; AND DALLAS, TX

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

- **PTPN**, Calabasas, CA (2008-present)  
*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](http://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, integrated WordPress into the backend of the site, and transitioned from having to ask graphic designers to do most copy updates to managing this process. 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](http://physiquality.com). Preparing for a redesign of the site in 2020.
  - ⇒ Began writing semimonthly blog entries in 2011 on [health, wellness and fitness topics](#), and wrote semimonthly blog entries on the [business of physical therapy](#) from 2012 to 2015.
- **EDUCATA.com**, Calabasas, CA (2008-2020)  
*An online learning community for rehabilitation therapists.*
  - ⇒ Oversaw 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.

- ⇒ Managed 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.
- ⇒ Headed 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 were done through EDUCATA online, worked 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, and Glendale, CA in the fall of 2019.
- ⇒ Maintained copy and course data throughout [educata.com](http://educata.com), making sure all course 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 (2013-2014)  
*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 (2011-2013)  
*A locally-owned studio offering classes in dance, acting and singing to children in Manhattan.*
  - ⇒ Updated copy on [www.fourcornerscreative.com](http://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 (2011)  
*A small, local catering company that offers catering for events, cooking lessons, and weekly menus.*
  - ⇒ Oversaw the entire process of launching [www.abbeybell.com](http://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](http://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 member 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](http://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.
- 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.
- 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 more than \$200,000.

## SKILLS

- Expert at analyzing website flow and redesigning a site's architecture 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, and familiar with citation formats in AMA and APA styles.
- 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.

## ADDITIONAL EXPERIENCE

- Active member of and volunteer for the Mizzou Alumni Association.
  - ⇒ 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. Joined the Board in 2019 as the Chair of the Awards and Recognition Committee.
  - ⇒ Scholarship reviewer for at-large applicants, 2019-2020
  - ⇒ Launched and maintained the website for the Atlanta chapter of the Mizzou Alumni Association as Secretary of chapter, 2012-2015.
  - ⇒ Maintained the website for the NYC chapter of the Mizzou Alumni Association as Secretary of chapter, 2009-2012. Wrote updates for the website and posted profiles of local alumnae to quarterly online newsletters. and created print pieces to advertise chapter events and distribute advice about living in Manhattan.
- 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, TX, 2018-present.
- Volunteer at Bradfield Elementary Library in the Highland Park Independent School District, Dallas, TX.
  - ⇒ Co-Chair, Gift Books for 2019-2020. Parents donate books to the library on behalf of their children, and our committee works with the school librarian to oversee the monthly distribution of and recognition of these donations.
  - ⇒ Shelving books and helping students check out and turn in materials, 2018-present.
- 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.
- More than 35 years of dance training in tap, jazz, ballet, ballroom and modern. Have studied at such studios as Contemporary Ballet Dallas in Dallas, TX; 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 in Chicago, IL.
- 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.