

JOANNA RUSSELL BLISS

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

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JOANNA.RUSSELL.BLISS@GMAIL.COM

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. Detail-oriented digital strategist and content manager with 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 in Summer 2021.

EDUCATION

MASTER OF SCIENCE IN LIBRARY SCIENCE, University of North Texas, Dallas, TX (expected August 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.
- Present research skills sessions to first-year research and writing classes.
- Work on special projects with subject, circulation and reference librarians.
- Support staff for Digital Humanities Research Institute, a four-day virtual conference held in August 2020.
- Support staff for voter education and first-generation student events held on campus during the fall 2020 term.

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, 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. Currently working on a redesign of the site to launch in early 2021.
- ⇒ Began writing semimonthly blog entries in 2011 on [health, wellness and fitness topics](#), and wrote semi-monthly 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 a 2020 collection of 54 courses, 99 lectures and more than 250 hours of content.
- ⇒ Managed applications 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.
- ⇒ Headed a project co-sponsored with the Oncology Section of the American Physical Therapy Association to offer a specialization workshop in edema management. Worked with a team from both EDUCATA and the Oncology Section to manage everything leading to these workshops in NJ and CA in 2018 and 2019.
- ⇒ Maintained copy and course data throughout educata.com, making sure all course listings were up-to-date.
- ⇒ 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 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, from initial concept to final draft.
- ⇒ 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

2007-2008

PTPN, CALABASAS, CA

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.
- Increased productivity and reduced overtime for creative staff by improving communication and refining production process for catalogs.
- 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 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.

PROFESSIONAL MEMBERSHIPS

American Library Association

Association of College and Research Libraries

Texas Library Association

AWARDS

FLORENCE RICHARDSON WILHITE ENDOWED SCHOLARSHIP

2020

UNIVERSITY OF NORTH TEXAS, DENTON, TX

FRIENDS OF THE SMU LIBRARIES LIBRARY SCIENCE SCHOLARSHIP

2020

SOUTHERN METHODIST UNIVERSITY, DALLAS, TX

ACADEMIC SERVICE

SOUTHERN METHODIST UNIVERSITY, DALLAS, TX

- Member, SMU LEAD committee, which produces staff development/continuing education programs for library staff, 2019-2021.
- Member, Equity, Diversity, Inclusion, and Accessibility (EDIA) Committee, 2020-2021.
- Member, Information Literacy Stipend committee, which reviews applications for a biannual stipend to encourage the teaching of information literacy with the partnership of SMU librarians, 2020.

PRESENTATIONS

- McMichael J, Bliss JR. Building more diverse collections for younger readers. Denton, TX (given virtually). Cross Timbers Library Collaborative Conference. 2020.

SKILLS

- Analytics and organization: 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.
- 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.

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- 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.
 - 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 Git, and quick to learn other custom content management software and programming languages.

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 Co-Chair of the Awards and Recognition Committee.
 - ⇒ With co-chair, led committee to select scholarship and award winners in 2020 and 2021.
 - ⇒ Led book club discussions of *Girl, Woman, Other* on Zoom in January and February 2021.
 - ⇒ Scholarship reviewer for at-large applicants, 2019-2021.
 - ⇒ 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, 2018-2020.
 - ⇒ Website committee and copywriter for site redesign, 2020.
 - Volunteer at Bradfield Elementary Library in the Highland Park Independent School District, Dallas, TX.
 - ⇒ Co-Chair, Gift Books for 2019-2021. 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, 2018-2020.
 - 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.
 - 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.
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