

Cynda Pike

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Writing samples available at

<http://www.cyndapike.com>

Media Experience

2015-2016 Content Producer**Telecommute**

Mirasee.com

Mirasee.com is an online education site for entrepreneurs based in Montreal, Canada.

Responsibilities:**Podcast**

- Source guest image and bio. Revise bio for transcript template.
- Manage graphic design process – creation of header images for blog post.
- Compile administrative data (mp3, show notes, transcript).
- Format and transfer transcript information for podcast transcript.
- Upload audio and content to Soundcloud, Amazon S3, and Libsyn sites. Manage settings for sites.
- Manage RSS feed for Libsyn page to social media sites.
- Track process in Podcast tracking spreadsheet.
- Publish bi weekly list email via Hubspot.

Blog

- Create content for blog posts such as adverts, modals and landing pages.
- Test and correct broken links and plugins.
- Test and implement blog plugins.
- Create weekly podcast blog post in WordPress. Test and manage SEO, links and content upgrades.
- Update user profile and guest author profile information.
- Manage social media content such as Social Warfare and Tweet This.

Accounting

- Create monthly projection of expenses.

Social Media

- Post daily content in accordance with content strategy. Sites: Twitter, LinkedIn, Facebook.
- Archive and schedule content in Hootsuite and Meet Edgar.
- Create graphics and hashtags for posts. Source images for posts.
- Track successful posts for promotions.
- Communicate with social media users.
- Monitor statistics for engagement on social media sites.
- Cross promote on Instagram.
- Social Media Management

Metrics

- Obtain data from Hub Spot, WordPress and Google Analytics for daily entry of blog post metrics.
- Provide weekly totals for students participating in video testimonials.
- Create weekly email for CEO with update on student numbers in video testimonials.
- Manage and archive data in Performance Summary spreadsheet for Content Team.
- Metrics

General Administrative

- Manage and structure Google drive folders for the Content Team.
- Create and modify Slackbot shortcuts for documentation.
- Record and archive meetings and tutorials.
- Update access information for Content Team applications, manage changes in Bitium application.
- Update and manage project data for Content Team in Asana.
- Proofread and check content for team members.

2005-2014 – Technical Assistant

Austin, TX

*Texas Mutual Insurance is a worker's compensation insurance company.***Responsibilities:**

- Primary content writer for monthly technology report assessments, such as business strategy documents, project meeting reports, and general meeting data.
- Created dynamic monthly content for IT department employee newsletters.
- As part of 3 person exploratory team, presented infographic content design ideas for company website refresh.
- Designed, wrote and presented weekly web based presentations for technology teams using PowerPoint, Camtasia and digital video.
- Point person for digital photography and video captures of department and company events.

2004- 2005: Freelance journalist

Boston, MA

*The Somerville News**The Somerville News is a weekly local newspaper in Boston, MA***Responsibilities:**

- Sourced and researched articles on a daily basis
- Covered and reported on functions and events
- Assisted editor with fact checking and sub-editing

2003 – 2004: Writer

Boston, MA

*The Boston Globe**The Boston Globe is daily newspaper in Boston, MA***Responsibilities:**

- Wrote and researched articles for the Business section. This included phone and in person interviews and news gathering.
- Proofread weekly “Around Town” column for weekend section of the Business section.
- Conducted interviews with relatives and crafted weekly personalized obituaries featured in the Metro section
- Covered and reported on functions and events
- Assisted editor with fact checking and sub-editing

2004 - 2005: Proofreader

Boston, MA

Northeastern University

Freelance role in Teaching Center – copy/proofreader of “Teaching Matters” newsletter

Responsibilities:

- Sourced and researched articles and corresponding images
- Assisted sub-editor with fact checking and sub-editing
- Responded to email enquiries

2003 – 2003: Editorial Assistant

Boston, MA

WGBH, “Frontline”

Frontline is a documentary program produced by WGBH

Responsibilities:

- Assisted Compliance Officer with the cataloguing of camera operator video footage from previous Frontline episodes.

Skills

Software	Proficiency	Experience
Microsoft Office	Advanced	15 years
WordPress	Advanced	10 years
Adobe Photoshop	Advanced	15 years
Hub Spot	Intermediate	15 years
Google Analytics	Advanced	10 years
Camtasia	Advanced	10 years
HTML	Intermediate	5 years

Additional Work

2014 – Videographer Film exhibition, Romani Gallery, Austin, TX - Presented experimental films and mixed media for the Austin East Side Studio Tour, an annual citywide festival celebrating Austin's emerging artists.

2013 – Photographer, PopMatters.com - Assisted music journalists with press and live photography stills during the 2013 South by Southwest music festival in Austin, TX

2013 – Photographer, Austinist.com - Compiled “on the street” photography stills during the 2013 South by Southwest music festival in Austin, TX

2012 – Writer, Yahoo.com - Wrote articles for the now defunct Yahoo contributor network site.

2005 – Writer, Whoopsy! Magazine - Provided online content such as interviews and movie reviews for the Texas based music magazine.

Education

August 1987 – May 1992

Sarah Lawrence College, Bronxville, NY

B.A., Liberal Arts, with a concentration in English and Creative Writing.

Additional Coursework:

May 2014 – Present

Firepole Marketing.Com

Certificate, Audience Business Marketing

August 2013 – May 2014

Austin Community College, Austin, TX

Certificate, Business and Technical Communications

August 2002 – May 2004

The New England Institute of Art, Brookline, MA

Certificate, Broadcast Journalism

Memberships

Member, US Press Association (USPA)

Member, Editorial Freelance Association (EFA)

Member, National Federation of Press Women (NFPW)

Member, Missouri Professional Communicators (MPC)