

Thomas J. Elliott

Tom@ByTomElliott.com
Email for additional contact info

PROFILE

Communications specialist bringing website, email, and direct mail experience and web development skills.
Seeking editorial, web development, and content management role.

EXPERIENCE

MSABI, Ifakara, Tanzania 2014 - 2015

Communications and IT Specialist

- Designed and installed office network including shared file server, WAN, email, and remote file access
- Managed website reorganization and content revision for SEO and best practices
- Trained staff on blogging, CMS usage, file server organization, and standardized reporting techniques
- Wrote network management documentation and created training presentations
- Edited research papers and grant proposals, including \$600,000 HDIF grant (awarded 2015)

St. Jude League, Chicago, IL 2010 – 2014

Editorial Production Assistant

- Developed campaign strategies for direct mail, web, and social media outreach with team
- Wrote and edited copy for 10 to 15 monthly fundraising direct mail campaigns and for digital campaigns on Facebook, Twitter, and email
- Championed web analytics and SEO best practices for new websites aimed at 18 to 40-year-old donors
- Analyzed A/B test results from Google Analytics and direct mail database software

INDEPENDENT CONSULTANT

EPS, LLC, South Bend, IN 2009 - 2012, 2014 - present

Communications Specialist

- Redesigned the company's website and improved site content organization
- Wrote and edited website content, including SEO and SEM review for new client acquisition
- Managed B2B Adwords campaign promoting engineering and technology development services
- Edited and proofread research papers, white papers, and outward communications

34Technology, South Bend, IN 2009 – 2012

Online Marketing Director

- Led freelance team in re-design of clients' websites and implemented best practices in SEO and design
- Wrote and edited white papers, press releases, case histories, and website copy
- Updated content on clients' websites using Wordpress, client CMS, and FTP/HTML updates
- Managed designers and web developers working on projects for small-business clients

EDUCATION

Medill School of Journalism, Northwestern University, Evanston, IL 2008 – 2009

Master of Science in Journalism, New Media Concentration GPA: 3.6/4.0

Coursework: Financial Reporting, HTML/CSS, Media Management at Kellogg Business School

Wabash College, Crawfordsville, IN 2004 – 2008

Bachelor of Arts in English, Religion, Summa Cum Laude GPA: 3.9/4.0

TECHNICAL SKILLS

- Social media and online tracking: Google Analytics, Moz, Google AdWords, and SocialOomph
- Front-end web tools: HTML/CSS, XML, JavaScript, Bootstrap, FTP, and Wordpress
- Proficient in MS PowerPoint, MS Office Suite, and WebEx
- Comfortable quickly learning new software