



**JIM NORRENA, content strategist**

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510.384.6969

Creative and affable communications specialist with proven storytelling and effective copywriting, editing, content strategy/ management skills (built from an extensive career in the academic community managing the online content for 34 undergraduate and graduate degree programs) offers a unique combination of *front-facing*, audience-driven content management and *back-end* technical and process-oriented skills.

## PROFESSIONAL HISTORY

**California College of the Arts (CCA)** San Francisco, CA **2007–17**

### **Web Content Manager** (Marketing & Communications)

Overall content strategy and quality assurance for college website (annual 500,000+ unique users), intranet/portal, and affiliate programmatic satellite websites — including key roles on the editorial content strategy, brand deployment, social media, and public relations teams. This role let me:

- Author top-performing online news/features to build reputation
- Strategize content for best user experience (UX) and information architecture (IA)
- Implement quality assurance and search engine optimization (SEO) best practices
- Develop content solutions, standardize internal procedures, maintain consistent brand/voice
- Train/support staff and faculty with CMS
- Partner with developers on database-driven and static-page content solutions
- Produce editorial style and best-practice online writing guides
- Manage editorial and event calendars
- Generate Google Analytics reports to measure content efficacy
- Deploy effective social media outreach campaigns to build community awareness
- Photograph main events/lectures and maintain digital asset archive

### **Assistant Director of Publications**

Print production management (college magazine, catalogs, newsletters, brochures); co-facilitate award-winning Sputnik studio design group; manage department print budget; coordinate print/online ad placement; hire freelance designers; attend press checks.

**California Institute of Integral Studies (CIIS)** San Francisco, CA **2006–7**

### **Publications Manager** (Marketing & Communications)

Production management of print and online collateral pieces (catalogs, brochures, playbills, posters, fliers, online calendar events): writing, editing, copyediting, proofreading, art directing, acquiring/archiving permissible images, approving budgets, serving as liaison with printers for quality assurance.

**John F. Kennedy University (JFKU)** Pleasant Hill, CA **2004–5**

### **Senior Editor / Media Contact** (Marketing & Communications)

Print and online content management for intranet for departmental marketing and publicity collateral; authored press releases, news stories, website features, print ads, media campaigns, internal promotions, communications, and announcements; applied effective university branding and marketing placement for all local and national print media.

*Continued...*

**Peachpit Press** (a Pearson Education publishing imprint) Berkeley, CA **1992–2001**  
**Senior Academic Marketing Specialist** (supervisory position 1998–2001)  
Produced, authored, and edited innovative web- and print-based direct-marketing collateral for niche sales channel representing 30 percent gross revenue. Authored and designed On the Mark! newsletter (22,000 circ.), project managed CD supplements, delivered strategic monthly email communications, developed collateral to support prestigious Adobe and Macromedia co-publishing relationships, and provided editorial support for semiannual 500,000-piece direct-mail catalog.

## COMMUNITY COMMITMENTS (by relevance)

**Bay Area Editors' Forum (BAEF)** San Francisco, CA **2010–present**  
**Executive Committee, Program Coordinator**  
Develop annual programming (quarterly forums) for membership-driven nonprofit.

**Media Alliance** Oakland, CA **2003–present**  
**Instructor** (Professional Proofreading & Copyediting Intensive Workshops)  
Lead instructor for beginning-to-advanced workshops. Develop curriculum that illustrates the mechanics of proofreading and copyediting for book, magazine, and internet publications, including training for how to succeed as a professional freelancer.

**TypoSuction** (independent professional writing/editing service) Oakland, CA **1998–present**  
**Copywriter/Editor**  
Provide traditional and customized content for newsletters, website features, white papers, press releases, fact sheets, technical how-to manuals, book and film reviews, program notes, internet columns, and targeted marketing collateral (brochures, tri-folds, ads). Comprehensive developmental and line editing, copyediting, and proofreading for book manuscripts, website content, marketing materials (brochures, fliers, email).

**ACT OUT Photography** (independent professional photography service) Oakland, CA **2014–present**  
**Photographer/Videographer**  
Event photography targeting nonprofits and press/production photography for Bay Area theaters.

**Playwrights Center of San Francisco** **2014–present**  
**Board Member, Communications Director**  
Media outreach, website management, and public relations for membership-driven nonprofit committed to helping new Bay Area playwrights develop their work.

## EDUCATION

California College of the Arts, MFA in Creative Writing  
University of California, Santa Barbara, BA English Literature / creative writing emphasis  
University of California at Berkeley, Extension, copyediting certification (part of publishing program)

## CREATIVE & REFERENCE TOOLS

- Adobe Creative Suite (Photoshop, Bridge, Lightroom)
- Chicago Manual of Style *and* AP Style Guide
- HTML & Markdown
- Drupal (CMS)
- Google Analytics and Google Suite