Rita Lewis

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I am a "jack of all trades" in the web and social media management arena with over 25 years experience in technical and marketing writing, copy editing, graphic arts, content strategy, social media marketing and managing and web design. I have conceptualized, designed and managed brochure-, portal-, blog-, and storefront-type web sites for both non-profit and for profit organizations. I have also performed Internet research and implementation of new hosting for my clients. I am proactive and a problem solver who has taken organizations from zero attention to thousands of hits through judicious use of social media.

# Skills Overview:

* **CMSs:** Open Source content management system design, installation and configuration including Joomla! and WordPress. Some work as a user of Drupal.
* **SEO**: Search Engine Optimization and keyword analysis of CMS.
* **Themes and Templates**: template customization using tableless CSS, HTML, javascript and PHP
* **Adobe Creative Web Suite**: Dreamweaver and Fireworks web design and management software, Photoshop and Acrobat
* **Graphics:** Creation of interactive banner advertisements, mastheads, buttons, and badges
* **Writing:** Blogging and writing articles on Internet topics for e-zines and blogs. Writing and publishing 10 books on Macintosh computing and the Internet.
* **Content Strategy** including using Google Analytics to track content usability as well as research, organization, and collection of appropriate content for websites.
* **Web hosting** setup and management using CPanel, VDeck, or other control panels
* **Content management** using a Document repository: including creation and management with Alfresco. XML and HTML file conversions associated with OmniGraphel.
* **Social networking** and social media implementation including using the Facebook API in building Facebook apps for websites as well as add-ons for Facebook pages using ShortStack templates. Setting up Twitter integration via its API Keys.
* **Email newsletter** creation and management using MailChimp, AWeber, Constant Contact, and iContact services
* **Donation management** and fundraising using ClickandPledge.com
* **E-Commerce Systems**: Magento, Avactis and OSCommerce (CRELoaded, OSMax, and Standard) Open Source store front installation, configuration, and maintenance
* **Forums**: Simple Machines Forum (SMF) installation and maintenance
* **Photo Galleries**: Gallery 2 and Coppermine photo gallery software

# Experience:

#### Words To Web, Inc., Potomac, MD; Freelance Web Designer/Content Manager (8/1990 – Present)

* Design and creation of over 40 dynamic websites for creative organizations such as film productions and streaming sites, non-profits and small businesses using Joomla! and WordPress.
* Social Media marketing and integration that includes construction and management of strong and growing Facebook presence as well as Twitter recognition.
* SEO and SEF preparation for each site leading to high page ranking on Google and Bing.
* Administration of over 20 Facebook Fan Pages and Groups for clients including using ShortStack to build specific tabs for contests and other marketing events.
* Author of over 10 award-winning computer books on Macintosh computing and the Internet for O’Reilly & Associates, Peachpit Press, New Riders, Hayden Books, and Sams. Published 10 blogs for Freelance Switch on various topics including fair use and copyright issues.

#### Preventive Medicine, LLC, Bethesda, MD; Web Content Manager (9/2008 – 12/2008)

Responsible for coordinating the collection, editing, and tagging of medical information in support of a new interactive online wellness application for a small startup healthcare informatics company. Coordinated and maintained the liaison between professionals who created the information and the IT department who were creating this Flash-based program. Designed, created, and maintained the corporate website. Created, implemented and maintained content in Alfresco. Due to the economy, the company closed its operations in November 2008.

#### Capital Technology Information Services, Inc. (CTIS, Inc.), Rockville, MD; Lead Web Developer (1/2008 – 9/2008)

Responsible for developing corporate and Federal websites in support of clinical informatics systems developed and maintained by CTIS, Inc. Responsible for analysis of current sites, re-design or proposal development for new sites, prototyping, coding and design of layouts, customizing and configuring Open Source content management systems, content writing, and testing.

#### Jewish Community Center of Greater Washington, Rockville, MD; Managing Editor/Webmaster/PR Associate (5/2002 – 11/202)

Managing editor of a monthly four-color newspaper with circulation of 16,000. Responsible for content collection, editing, design and layout management and publication. Also responsible for the planning, information collection, and editing of a bi-annual program guide. Webmaster of [www.jccgw.org](http://www.google.com/url?q=http%3A%2F%2Fwww.jccgw.org%2F&sa=D&sntz=1&usg=AFQjCNFacqOhM9YoFE0dhUXwqBgrRT9g2A) with responsibility for re-design, layout and content management. Took the website from almost no Internet presence to one that gets over 3,000 hits per day. PR Associate responsible for the writing and distribution of press releases and calendar materials to support over 2,000 JCC programs.

# Volunteer:

#### Jewish Social Services Agency, Rockville, MD: SEO and Marketing Specialist.

Analyze pages of existing WordPress-based websites and apply best SEO practices including keyword analysis, title creation, and other optimizations for search engine page ranking. Mailing list scrubbing, Twitter and Facebook post writing and planning.

#### Last Chance Animal Rescue (LCAR), Waldorf, MD, Adoption Manager.

Care and feeding of adoptable cats and kittens at PetSmart Kentlands store. Consulting and processing of adoptions. Development and maintenance of website and Facebook page for the Kentlands LCAR site.

#### Animal Welfare League of Montgomery County, Gaithersburg, MD: Adoption Counselor and social media/website marketing.

Technical development and support of website, social media, mailing lists and electronic newsletters.

#### Sunshine’s Friends Cat and Dog Rescue, Jessop, MD: Technical consultant and Webmaster

Technical development and support of website, social media, mailing lists and electronic newsletters.

# Education:

12/1978 — University of Wisconsin US-WI-Madison. MA in Cultural Anthropology with a specialization in ethnohistory of Mesoamerica.

6/1977 — Newcomb College of Tulane University US-LA-New Orleans. BA in Cultural Anthropology, minor in History