

Lisa M. Eldred

wasabijane.com | laldred@gmail.com

Professional Expertise

Research and Practice: Editing, writing, document design, design research and user experience research and methodologies,

Tools: Microsoft Office, Adobe InDesign and other Adobe Creative Suite products, EndNote

Employment

Covenant Eyes

Web Content Producer, 2010

- Establish a content strategy and a style guide for all Covenant Eyes documents
- Manage the redesign process for the main website

MessageMakers

Independent Writer/Editor, 2009-2010

- Managed print materials for Harley Owners Groups® Officer Training events for the 2010 training season
- Edit and write materials for a variety of audiences and events as needed

Michigan State University, Department of Geography

Editorial Assistant for Joe T. Darden, 2006-2010

- Edit manuscripts for publications and presentations as needed
- Prepare PowerPoint presentations for national and international conferences

Michigan State University, University Outreach and Engagement

Editorial Assistant in the department of Communication and Information Technologies, 2004-2009

- Conducted research for website development
- Managed the Phi Kappa Phi MSU chapter page
- Designed layouts for tech reports and conference materials and edited manuscripts for publication
- Interviewed scholars and write stories for *The Engaged Scholar Magazine*

Freelance Projects

Marimont Community Church

Web Site Developer, 2009-2010

- Created a content strategy for Marimont's new website
- Designed layout and graphics for marimontchurch.com (launched March 2010)

Michigan State University, Community, Agriculture, Recreation and Resource Studies

Web Site Developer for Taylor Clarkston Reid, 2008

- Conducted user research for website development
- Designed layout and graphics for beginningfarmers.org

Education

M.A. in Digital Rhetoric and Professional Writing (2008)

Michigan State University, East Lansing, MI