

SUMMARY

Build online identities and communities—*social media networks* and *brand visibility*—through code that degrades gracefully, content management, project management, analytics, and *social media*

Web portfolio: experimenting at <http://luzmcosta.com>. **Strengths:** 2 years content management at Pearson Prentice Hall; 2 years on Twitter, demonstrated ability to *develop online communities* and research competitive landscape, staff training in social media, acting webmaster and social media strategist for activists & educators like [@CharlesBivona](http://charlesbivona.com) at <http://charlesbivona.com>; 4+ years as writer and editor of print and online articles

TAGS

Social media, user experience, *Twitter*, Wordpress, content management systems (CMS), *web development*, digital learning, ebooks, education, *publishing*, culture, activism, politics, humor, *blogging*, HTML5, CSS3

TECHNICAL KNOWLEDGE

Adobe Dreamweaver, Illustrator, InDesign, Omniture, Photoshop

Apple Mac OS X, iWork, iLife, Microsoft Office: Mac, Garageband

Coded Languages, Scripts: CSS, PHP, XML, JavaScript, AJAX, HTML, XHTML, DHTML

Content Management Systems, Web Tools: Wordpress, HootSuite, Google Analytics & Webmaster Tools, Salesforce.com

Microsoft Windows XP/Vista, Office for Windows (including Excel and Access), Visio

QuarkXPress

Social Networks: Facebook, [LinkedIn](#), StumbleUpon, [Thoor](#), Tumblr, [Twitter](#), YouTube

EXPERIENCE

August 2009-present

PEARSON EDUCATION

Editorial Assistant:

- Project manage textbook revisions from the editorial manuscript stages to the release-to-production stage
- Support Director of Editorial Services & 14 Editorial Project Managers in their roles by prepping manuscripts, editing supplements, and addressing schedule maintenance issues of our division's online supplements
- Suggest social media tools to integrate into our products and marketing strategy, then train staff accordingly
- Develop internal social networks, as well as media presentations, for the Editorial Director and Director of Marketing
- Interpret instructors' responses to manuscripts into information on market needs and demands
- Address Sales Representatives' questions concerning product features, functions, release schedules, and performance
- Oversee contracts, permissions assessments, conduct research, and interpret data from several databases, reviewers, and reports

May 2009-August 2009

PEARSON EDUCATION

Editorial Intern:

- Digested market analysis and created comparison reports to analyze key in-house and competitive texts
- Eliminated redundant data from professor review database by deleting and reconstructing contacts
- Populated and managed in-house library of competitors' texts
- Obtained permissions for images intended for use in upcoming texts by reaching out to film studios and image houses
- Address representatives' needs and concerns in a casually professional manner

March 2009 - present

ACTIVE VOICE

Web designer, Social Media Strategist

- Maintain and develop <http://charlesbivona.com>, an aggregate site and blog, including its analytics using Google Analytics
- Create graphics and icons that establish a brand and create a consistent image that easily translates across projects and sites
- Implement marketing and analytics data into web design, SEO, and future campaigns. Campaigns encompass unifying a message through the consistent use of graphics, hashtags, tags, profiles, and other content across networks
- Digest web and social media analytics, information sources, and market reports/trends that inform the daily business decisions and success of the company
- Manage negotiations, contracts, and quarterly IRS filings

Luz M. Costa

5 Rutgers Lane • Parsippany, NJ 07054
luzmcosta@gmail.com • 973-337-9203

April 2008-Sept 2008 **RUTGERS UNIVERSITY-NEWARK**

Event Coordinator/Co-founder of the Rutgers-Newark Latino Arts Festival:

- Represented the core of the Latino Arts Festival's coordinating committee
- Negotiated sponsorship incentives with individual companies
- Researched and implemented alternative and cost-effective media outlets
- Co-wrote with faculty advisor the organization's press releases

April 2008-May 2009 **OBSERVER NEWSPAPER**

Copyeditor/Staff Writer:

- Copyedited in AP style under extremely tight deadlines; delivered 250- to 1250-word articles under weekly deadline
- Represented the news and life-and-leisure sections as copyeditor and staff writer at local political and social events
- Conducted grammar and style lessons for non-journalism majors pursuing journalistic endeavors

Summer 2007 **THE WIGHT FOUNDATION**

Instructor:

- Instructed sixty inner-city students in 9th grade level mathematics
- Counseled students and their parents in educational and personal issues
- Designed lesson plans and exams, aiding in the design of creative approaches to learning for students with learning disabilities

Dec 2005-June 2007 **TO AND FRO PRODUCTIONS**

Production Office Coordinator:

- Created an organizational infrastructure to fit growing demands with limited human resources
- Increased efficiency by establishing company-wide communication standards
- Assisted public relations executive in the coordination and hosting fundraising events
- Screened script submissions as part of my traditional office duties
- Cross-scheduled a forty-member core cast plus crew and extras to facilitate creation of a film schedule

EDUCATION

BA: Rutgers University—Newark, English, May 2009, 3.5 GPA

OTHER ASSETS

Native Spanish speaker, life-long English student
Skilled proofreader and copyeditor in MLA, AP, and Chicago styles
Superior written and oral communication skills
Currently studying .NET and C#

REFERENCES

Please see attached list for contact information

REFERENCES

A focused list of references is available upon request

Recommendations are additionally [available on LinkedIn](#)

Ashley Santora,

Director of Editorial Services

Business & Economics Publishing

Pearson Education

Phone: (201) 236-7623

Email: ashley.santora@pearson.com

Notes: Ashley is my manager and has been witness to my media skills and work ethic since Dec 2009

Charles Bivona,

Professional Blogger, Professor

Active Voice

Phone: (973) 902-4289

Email: charlbiv@gmail.com

Web: <http://charlesbivona.com>

Notes: I've worked with Charles Bivona for three years as his web developer and content manager

Kim Mortimer,

Exec Acquisition Editor

Health Science

Pearson Education

Phone: (201) 236-7277

Email: kim.mortimer@pearson.com

Notes: Kim was my manager in the Health Sciences division before I took on my current role with Business Publishing's editorial and development departments. She can attest to my persistence, high quality of work, and attention to detail