

DAWN MADURA

linkedin.com/in/dawnmadura

OBJECTIVE

Skilled higher education IT communications writer and corporate marketing professional pursuing next chapters in blogging, article writing, storytelling, copywriting, editing, customer support, evaluating, and/or internet research. Seeking a remote position that will showcase my unique abilities and talents while solving any challenge that comes my way in both a timely and polished manner. Strengths lie in writing, proofreading, creativity, communication, marketing, time management, customer service, organization, and multi-tasking.

SKILLS

Ability to work independently and as a team	WordPress, Macromedia Dreamweaver, website and social media content development and management
Internet Research	Written and verbal communication, Technical writing, creative writing, blogging, social media
Detail-oriented, Creative	Customer service
Organization, Time Management, Multi-Tasking	Analysis, Proofreading, Editing
Marketing materials development, Marketing and Sales	Microsoft Office (Excel, Word, PowerPoint, Publisher)
Basic knowledge of web development	Web-based programs
Email programs	Management
Everything HelpDesk, Remedy, PeopleSoft, Bomgar Remote software	Classroom and small group instruction
Training, Recruiting	Technical troubleshooting and basic computer hardware and software repairs, Audio visual equipment set ups
Budgeting, Accounting	Blackboard Learn, Blackboard Vista

BUSINESS EXPERIENCE

Legacy.com, Remote

Content Screener

4/2018 – Present

- ✓ Examine text and photos of online guestbook entries to determine if content is appropriate for posting, along with screening newspaper and funeral home obituary notices to ensure content is accurate and formatting meets company standards. Thorough and comprehensive problem solving, proofreading, and editing skills, along with swift and sound judgement under strict and short deadlines.

Appen, Remote

Social Media Evaluator

5/2017 – 8/2018

- ✓ Evaluate, rate, and review web content using an annotation tool.

Duneland School Corporation, Chesterton, Indiana

Liberty Elementary School – Instructional Aide

8/2014 – 8/4/2016

- ✓ Provided support to the lead Kindergarten teachers by imparting instruction to students, along with assisting in devising special strategies in accordance with the skills of individual students

Liberty Elementary School – Tech Aide

2/24/2014 – 6/2014

- ✓ Provided technical support and problem resolution of computer hardware, software, telephones, projectors, printers, copiers, networking, audio visual and sound equipment for all staff, faculty, and students

Purdue University North Central, Westville, Indiana

Information Services (IS) – Help Desk Communications Coordinator

3/2010 – 2/2014

- ✓ Handled all IT communications, including outage notifications, announcements, procedures, training

materials, brochures and signage, policy statements, documentation, knowledgebase articles, survey development, IS webpage(s) development and maintenance, and social media content creation and management.

- ✓ Coordinated with IS directors and support staff, acting as a central problem-solving contact for IT services, along with formulating communications plans for IS initiatives.

Information Services - Student Computer Lab Coordinator

11/2005–3/2010

- ✓ Managed daily operations of the student computer lab
- ✓ Created and maintained manuals and training materials for the lab and university staff
- ✓ Created all surveys, lab signage, and student documentation

Unique Repair Service, Arlington Heights, Illinois

Marketing and Sales Director

11/2003–11/2005

- ✓ Executed all advertising, promotions, and marketing campaigns for both the camera store and photographic equipment repair facility
- ✓ Successfully implemented new strategies to contribute to the growth and profitability of the company, including developing "exclusivity contracts" for the company's higher volume accounts, targeting schools and universities to increase business, gained partnerships with local business, created discount programs with companies such as Allstate Insurance, organized trade shows with ITT Technology to gain new employees, and established "camera clinics" with higher volume accounts
- ✓ Developed all promotional flyers, newsletters, company price books, in-store signage, contracts, and agreements
- ✓ Maintained company website and managed all incoming company emails

HSBC (Formerly Household International), Prospect Heights, Illinois

Production Manager – Household Finance Portfolio Marketing

4/2001– 9/2003

- ✓ Executed direct mail live check, voucher, and invitation to apply campaigns targeting current and former HFC and Beneficial customers from the time pre-screened records return from the credit bureau to the mail drop
- ✓ Assisted in the design and tracking of marketing campaigns, including determining strategies that keep both response rate and credit quality as high as possible

Account Manager - Household Retail Services Sales

9/2000 –4/2001

- ✓ Promoted to Account Manager for Domain Furniture, a high-end furniture merchant, while continuing work on the Rooms To Go account
- ✓ Lead on the implementation of the Reduced Rate/Equal payment promotion for furniture merchants

Portfolio Administrator – Household Retail Services Sales

7/1999 –4/2001

- ✓ Worked as a Portfolio Administrator for the largest Furniture merchant in the U.S., Rooms to Go, and achieved 116% of their sales volume goal for 2000
- ✓ Developed and designed all in-store signage to promote the Rooms To Go credit card and Kids To Go credit card for all new store openings, along with handling all "Kickoff Trainings" at each new store opening
- ✓ Assisted in developing and testing the RoomsToGo.com, RoomsToGoKids.com, and Online Customer care websites
- ✓ Developed the design for the Rooms to Go credit card

Northwestern University, Weinberg College of Arts & Sciences Dean's Office, Evanston, Illinois

Accounting Assistant

8/1998 – 7/1999

Arlington Park Hilton and Conference Center, Arlington Heights, Illinois

Auditor

4/1998 – 8/1998

Baker & McKenzie, Chicago, Illinois

Billing Coordinator

1/1996 –4/1998

Purdue University Calumet, Hammond, Indiana

Accounting Clerk in Business Administrator of Student Services

7/1993 –12/1995

Accounting Clerk in Fiscal Operations; Teller in Bursar; Student Worker

7/1989 –7/1993

PERSONAL EXPERIENCE

Wolf Moon Dawn

Blogger / Freelance Writer

1/2017 – Present

✓ Freelance writer, thinker, researcher, and blogger of life, nature, health, and family
dawnmadura.com · facebook.com/MaduraDawn/ · twitter.com/WolfMoonDawn

EDUCATION

Purdue University Northwest

- Fundamentals of Technical Writing; Received Certificate of completion from Office of Graduate and Extended Learning: October 2012
- Webmaster Certificate; Received Certificate of completion from Office of Graduate and Extended Learning: February 2010

Purdue University Northwest

- MA in Communications
- BS in Marketing and Management
- AS in Business Administration