

MALLORY SUE DAUGHERTY

RELATED EXPERIENCE

Time, Inc. Lifestyle Group • Birmingham, AL

Web Production Assistant: *CookingLight.com*

December 2009 - Present

Served as interim Web Editor/Producer: December 2009 - February 2009

- **Social Media Editor:** tweeting for **@Cooking_Light** and interacting at **Facebook.com/CookingLight**
- **Programmer/producer** for *CookingLight.com*. Responsible for updating the **home page** and **editorial channels**
- Edit, program, and dispatch **weekly email newsletters** using Dreamweaver and CheetahMail
- Edit *Cooking Light* magazine articles for the web; publish online articles, slide shows, and extensive web packages using **Time, Inc.'s Content Management System**
- Implement best practices for editorial **SEO**, earning *CookingLight.com* search engine wins
- **Crop, enhance, and optimize images** for use on the web using Adobe Photoshop
- **Publish videos** to the site using Brightcove video publishing software
- Write **blog posts** for the magazine's blog, *Simmer & Boil*
- Design original **Twitter backgrounds**, blog headers, etc for *CookingLight.com*
- **Administrator** of the *CookingLight.com* forums; moderating users and deleting spam daily

Digital Fellowship: *SouthernLiving.com* • *Sunset.com*

January 2009 - December 2009

- Wrote and produced web exclusive content including two of *SouthernLiving.com*'s **most successful slide shows of 2009**: "20 One-Dish Dinners" and "18 Slow-Cooker Suppers"
- **Social Media Editor:** tweeting **@Southern_Living**, interacting at **Facebook.com/SouthernLivingMag**
- Edited *Southern Living* and *Sunset* magazines' content for the web; published online articles, slide shows, and extensive web packages using *Time, Inc.'s Content Management System*
- **Designed three original headers** for *AllYou.com* blogs; created original illustrations for *MyRecipes.com*
- Read and responded to **customer service** email requests
- Nominated for **Employee of the Month**

OTHER EXPERIENCE

Office Manager: *Lucky's Foodland Supermarket* • Montevallo, AL

January 2006 - January 2009

Maintained a **managerial position** as a **full-time student**. Responsible for **supervising** front-end employees, maintaining **store finances**, creating daily records and reports, and providing customer service

COMPUTER SKILLS

Adobe Creative Suite: Photoshop • Illustrator • InDesign • basic Flash • basic Dreamweaver
Social Media: WordPress, TypePad, Blogger; HootSuite enthusiast for Twitter and Facebook
Comfortable on Macs and PCs

EDUCATION

The University of Montevallo • Montevallo, Alabama • December 2008

Study Abroad Program • Avignon, France • May 2008

Bachelor of Arts: Fine Art, concentrating in Digital Media • Minor: French

GPA 3.9 / 4.0 • *Summa Cum Laude*

References available upon request.

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