

TARA S. RODGERS

<https://www.linkedin.com/in/tsrodgers/>

Versatile content strategy and content development experience in federal consulting, nonprofit, higher education, and corporate environments. Project management and contract review skills for web and digital media projects. Strong attention to editorial details; adept at learning and teaching new technical platforms. Demonstrated abilities to work with internal and external stakeholders to bring projects from concept to completion on schedule.

TECHNICAL SKILLS

- Web authoring tools and content management systems: HTML/CSS, Wordpress, Adobe Experience Manager, GitHub, Omeka, Scalar, UXPin
- Learning management systems: Blackboard and custom platforms
- Project management: JIRA/Confluence, Smartsheet, Excel
- Analytics and digital strategy: Google Analytics, Moz, ForeSee
- Media production: Webinar platforms, Photoshop, iMovie, FinalCut, ProTools, Audacity
- Editorial style guides: AP, Chicago, APA, and others

RECENT WORK EXPERIENCE

American Chemical Society, Washington, DC
Principal User, Content Strategist

Sept. 2019–present

- For a large scientific society, provide leadership and direction for enterprise content strategy, supporting business goals and user needs on the ACS.org website
- Lead projects that engage subject matter experts and UX, design, and development teams
- Lead efforts in improving search engine optimization and internal site search
- Create wireframes in UXPin and implement content updates in Adobe Experience Manager

Palladian Partners, Silver Spring, MD
Web Content Manager

Nov. 2017–Sept. 2019

- For major health communications contracts with the U.S. Department of Health and Human Services (primarily womenshealth.gov; also CDC.gov), managed and developed web content as part of a multi-functional communications team
- Managed copy decks, style guides, content inventories, and project schedules
- Edited content for scientific accuracy, plain language, and suitability for diverse audiences
- Integrated analytics insights into content development

Booz Allen Hamilton, Laurel, MD
Lead Associate, Digital Creative Communications Consultant

May 2016–Nov. 2017

Previously a Senior Content Strategist at Aquilent (acquired by Booz Allen in March 2017)

- For contracts with two high-profile federal health websites (HealthCare.gov and FDA.gov), developed content with an emphasis on plain language and usability
- Attended daily meetings with federal stakeholders and addressed requests

- Analyzed quantitative and qualitative feedback and recommended content improvements
- Conducted inventories and audits of existing site content, including Excel inventories of a site with over 100,000 pages and assets
- Implemented a high volume of web edits in GitHub working with an agile development team

Pulmonary Hypertension Association, Silver Spring, MD
Director, Web Services

Jan. 2015–April 2016

- For an organization serving patients, families, and caregivers, managed content, design, and continuous improvements to user experience on PHA's primary website
- Worked with a vendor to develop a new website for a public awareness campaign
- Coordinated the redesign of an associated e-newsletter on a new email marketing platform
- Maintained editorial calendars and compiled weekly e-newsletter for 10,000+ subscribers
- Produced monthly and campaign-specific reports using Google Analytics and other metrics
- Supervised one staff member (Web Services Manager) and trained staff on best practices

American Society of Hematology, Washington, DC
Digital Education Manager

Nov. 2013–Jan. 2015

- For an organization of hematology clinicians and researchers, served as project manager for two website redesigns and three new digital content initiatives, working with subject matter experts, organizational leadership, and technical teams
- Coordinated production of 20 interactive online learning modules for medical students
- Produced a new webinar series
- Managed the delivery of live meeting webcasts in multiple languages
- Supervised two web vendor relationships: planned budgets, read contracts

University of Maryland, College Park

Aug. 2010–Aug. 2013

Assistant Professor, Women's Studies; Faculty Fellow, Digital Cultures & Creativity

- Published scholarly research and developed and taught undergraduate courses on gender, race, and culture in media, digital media production, and other topics

AWARDS AND OTHER PROFESSIONAL ACTIVITIES

- Booz Allen Living Our Values Every Day Award for integrity in client service, 2017
- Aquilent Spot Award for outstanding team service to the client, 2016
- International Alliance for Women in Music, Pauline Alderman Book Award, 2011
- Canada-U.S. Fulbright Scholar, 2006–07
- Webby Awards, Best Music Website Nominee: Pinknoises.com, 2003
- Composer and Multimedia Artist, 1995–present

EDUCATION

- PhD, McGill University: Communication Studies; MFA, Mills College: Electronic Music & Recording Media; AB with Honors, Brown University: American Studies