
Christina K. Tower

3431 Palmer St.
Lansing, MI 48910
517.394.2592
christina.k.tower@gmail.com
cktower.com

Summary

I am a dynamic, goal-oriented communications specialist with over ten years of experience in digital communications and over seven years in higher education project management. My areas of expertise include, team leadership, advising and consulting, strategy and process planning, research, project coordination, creative direction, information design and usability, and writing and editing for the Web.

I am a creative thinker and problem-solver whose training, experience and collaborative leadership style, result in highly successful, strategic communications and technical projects.

Areas Of Expertise

- Primary
- Strategic Planning
 - Consulting and Evaluation
 - Project Coordination
 - Team Leadership
 - Creative Direction
 - Writing and Editing for the Web
 - Information Architecture
 - o Storyboarding/Prototyping
 - o Site Inventory and Analysis
 - o Card Sorting
- Secondary
- Heuristic Evaluation
 - Usability Analysis and Testing
 - Research
 - o Focus Groups
 - o Competitive/Peer Review and Analysis
 - o Stakeholder Interviews and Analysis
 - o Audience Identification
 - o User Survey and Analysis
 - Web Development
 - Accessibility
 - Web User Interface Design Planning
 - Photo Editing/Creating Web Graphics

Technical Competencies

Microsoft Office 2007, Visio, SharePoint, Photoshop, Dreamweaver, Adobe Acrobat, Adobe Contribute, PowerPoint, Extensis Portfolio, Extensis Suitcase, Clients and Profits, Urchin Web Analytics, ANGEL learning management suite, Expressions Engine (blog software), WordPress (blog software), Flash, Illustrator, SwishMax, Camtasia (presentation software), SnagIt (screen capture and editing tool).

Professional Experience

Michigan State University, Division of University Relations
Web Coordinator, 2002-March 2008.

Promoted: Systems Analyst I (Level 12) to Information Technologist II (Level 13), 10/1/04

Scope of job responsibilities:

- Advise, define scope, develop and implement communications strategies for client and internal projects
- Conduct and/or oversee research and information architecture for internal and client Web projects
- Provide Web strategy and process planning for internal and client Web projects
- Provide estimates and cost analysis for internal and client Web projects
- Provide creative direction for client and internal Web projects
- Oversee and/or conduct user-testing for Web projects
- Provide reports, analysis and recommendations on research and testing
- Provide motivation and direction to ensure that project goals, objectives and milestones are delivered on time, on target and on budget
- Regular reporting of capacity and project status to upper management
- Work with clients and project team to determine resources necessary to see projects through to completion

- Provide leadership and coordination to work group and project teams and foster team-building

Michigan State University, MSU Web Team; 2002-Present

Serve as a member of a multidisciplinary Web development team, which is a partnership between Libraries, Computing and Technology and University Relations. The mission of the Web team is to oversee and manage the development and maintenance of the MSU homepage and related Universitywide Web projects. My primary responsibilities on the team are to provide: project management, public relations consulting, information design, content management, research, user-testing and creative direction.

Project Samples:

- MSU Homepage Redesign, 2003 and 2006
- MSU Web Style Guide, 2006
- University calendaring system (events.msu.edu)
- MSU Maps project
- University Relations Homepage and related print materials (2007-Fall 2008)

Michigan State University, Division of University Relations, May 2001-October 2002
Account Manager, MSU Global (70%) /Web developer (30%).

Scope of job responsibilities:

- Project Management
- Writing
- Editing
- Web Design and Development

MATRIX: The Center for Humane Arts, Letters & Social Sciences Online, MSU:
May 2000-August 2000. Digital Communications Internship: 4.0

Scope of job responsibilities:

- Project Management
- Content Management
- Web Design and Development

Conspire: a Journal of Literary Arts. 1996-2005

Lead Editor and Web Developer

Scope of job responsibilities:

- Project Management
- Content Management
- Writing
- Literary Editing
- Web design and Development

Education

Michigan State University, East Lansing, MI
MA, Digital Rhetoric and Professional Writing
(Expected degree completion, Fall 2010)

Michigan State University, East Lansing, MI
Bachelors of Arts, Major in English - 2001
Cognates in Women Studies and Psychology.
Degree requirements encompass a thorough exposure to the techniques involved in communications (including digital forms), writing and literature, feminist theory and history.

Lansing Community College, Lansing, MI
1996-1998 - Course work completed to transfer to Michigan State University.

Awards	<p>American Advertising Federation- Sixth District, 2006 Silver Addy Award: Interactive Media, beaspartan.com</p> <p>Council for Advancement and Support of Education, Region 5 Silver Medal Achievement: Best Institutional Web Site 2006, Michigan State University Homepage</p> <p>Council for Advancement and Support of Education, Region 5 Silver Medal Achievement: Best Individual Web Site 2005, Michigan State University College of Social Science</p> <p>Council for Advancement and Support of Education, Region 5 Bronze Medal Achievement: Best Institutional Web Site 2003, Michigan State University Homepage</p> <p>Cranbrook Academy of the Arts Scholarship: Summer writing workshop, 1995</p>
Professional and Academic Memberships	<p>Council for Advancement and Support of Education, 2002</p> <p>Administrative Professional Association, 2002</p> <p>Michigan Education Association, 2002</p> <p>Internet Literary Editors Fellowship, 2001</p> <p>National Society of Collegiate Scholars, 1999</p> <p>Lansing Community College Creative Writing Club, 1995-1999 (President, 1997-1998)</p>
Work Samples	<p>To date, the body of work I have done for Michigan State University Division of University Relations, starting in May 2001, includes in excess of one hundred communications projects. I have managed several large Web projects, including:</p> <ul style="list-style-type: none"> • The College of Arts & Letters (2003, 2007) • The College of Social Science (2004) • The College of Human Medicine (2005) • The Residential College in Arts & Humanities (2006) • Office of Admissions site and beaspartan.com (simultaneous development and launch) <p>Web Sites</p> <p>My primary role in the following projects included communications strategy, project management, research, information architecture and usability and creative direction. My participation in other areas is noted when appropriate:</p> <ul style="list-style-type: none"> • MSU College of Arts & Letters (cal.msu.edu), 2007 • MSU College of Music: Celebrate Music (celebratemusic.msu.edu), 2007 (Web development, and Flash Slide Show) • MSU Learning Resources Center (lrc.msu.edu), 2007 • MSU Office of Supportive Services Web Site (oss.msu.edu), 2007 • MSU Web Style Guide (www.msu.edu/webstyle), 2006 (Writing and Editing) • MSU Fall Welcome Web Site (fallwelcome.msu.edu), 2006 • MSU Future Student Web Site: Be a Spartan (beaspartan.msu.edu), 2006 • MSU Office of Admissions Web Redesign (admissions.msu.edu), 2006 • Michigan State University Home Site (www.msu.edu), 2006 (Writing and editing) • MSU Residential College in Arts & Humanities Web Site (rcah.msu.edu), 2006 (Content Management) <p>Information Architecture</p> <ul style="list-style-type: none"> • MSU Office of Financial Aid (webteam.ur.msu.edu/finaid/finaid.htm), 2007 • MSU School of Criminal Justice (webteam.ur.msu.edu/cj/cj.htm), 2007 • MSU Office of Supportive Services (webteam.ur.msu.edu/oss/), 2006