

Tracy Corrigan

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EDUCATION

Ohio University, E.W. Scripps School of Journalism, Athens, OH 1989
Bachelor of Science, Journalism

Certified Strengths Test Facilitator and Educator, Gallup, Inc., Omaha, NE 2012

Completion Certification, ICF Approved Fast Track Coach Training, Northampton, PA 2010

Technical Skills

Hand-coded HTML, CSS, Javascript and JQuery manipulation, Adobe Photoshop, BBEdit, various CMS programs including Umbraco, CommonSpot, Symplicity, Blackboard, WordPress; Microsoft Office; Google Analytics; various social media platforms

PROFESSIONAL EXPERIENCE

Ohio University College of Business, Athens, OH September 2011 – March 2016
Assistant Director, Office of Career Management (Dec. 2014 – March 2016)

- Facilitated the process of career choice by helping students focus on a personal sense of meaning and career direction consistent with their unique talents, aspirations, and vision for living
- Taught Career Management Strategies classes and workshops on all aspects of career exploration and career plan management; developed and expanded career curriculum and content delivery; monitored and assessed student progress and performance
- Provided one-on-one coaching for students on assessment results, résumé development, interviewing skills, and job search strategies; assisted students develop life goals, purpose, and plan resulting in a 90% positive rating
- Tracked data and performance measures for outcomes reporting

Interim Director, Office of Career Management (Jan. 2012- Dec. 2014)

- Founded and solely managed and operated Office of Career Management within the College of Business through a two-year start-up phase, collaborating with faculty and department chairs on the establishment of a four-year Career Management plan and required internship experience for students
- Developed and presented undergraduate and graduate resume workshops, Gallup Strengths Assessments workshops, and oversaw the professional development efforts of the college's 25 professional student organizations
- Created and produced print and digital materials for internal and external marketing/support purposes
- Strengthened ties with central Career Office to cultivate and support prospective employers on-campus recruitment strategies; compiled and monitored placement statistics
- Represented the Career Management Office and the college in public speaking engagements for a variety of internal and external audiences
- Hired, trained and managed graduate assistants and four undergraduate TAs to ensure accurate processes for student career advising and programming
- Transitioned Career Management Strategies class from a quarters-to-semesters format, and, transitioned from an elective, junior/senior class to a required sophomore level class through the work of two pilot classes, student focus group surveys, and faculty input
- Increased paid internship placement to 72% in 2013-2014 from 58% in 2012-13; increased number of juniors selected for an on-campus interviews to 300 in 2013-2014 from 50 in 2012-13

Blue Swan Studio, Athens, OH 2003- 2012
Proprietress

- Successfully operated freelance web design and consulting firm, serving small business, higher education and trade association sectors in the development, deployment and large-scale redesign efforts of client web sites
- Identified team strengths and challenges that would support or hinder project goals and objectives
- Provided realistic, workable solutions for teams to use once projects were completed and launched
- Consistently delivered client objectives on time and under budget
- Conducted workshops, training sessions, motivational seminars and other public speaking engagements on effective web site design and online marketing

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Ohio University Communications and Marketing, Athens, OH

1998-2003

Senior Web Designer

- Created a new department of web delivery service for Communications and Marketing at Ohio University by developing and implementing a unique business and marketing plan which created a new revenue stream for the division
- Collaborated extensively with senior administrators in advising and developing processes of communication via the web for all colleges, schools and departments across campus
- Synthesized the wide-ranging goals and objectives of diverse committees and groups, presenting unifying strategies to these members with all levels of technical understanding
- Managed projects from initial client meeting through final billing; authored Ohio University's Web Style Guide
- Designed and launched more than 200 sub-sites in a five-year period
- Coordinated campus IT and Web staff to develop and deliver comprehensive Web solutions
- Developed and provided training and support methods for more than 100 campus pagemasters
- Trained and managed graduate and undergraduate students on effective web design and client service
- Conducted usability testing to measure effectiveness of design against user's goals and objectives

National Business Incubation Association, Athens, OH

1993-1998

Manager, Online Services & Media Relations

- Supported the advancement of business incubation and entrepreneurship with information, education, advocacy and networking resources to bring excellence to the process of assisting early-stage companies
- Envisioned and developed one of the first online business matchmaking databases in the United States; facilitated investment opportunities and the strategic alliance process among angel investors, venture capitalists, vice presidents of major R&D companies, and business start-up owners nationwide
- Designed and managed association web site, increasing web site traffic more than 330% and online book sales more than 300% from 1997 to 1998
- Presented effective web development/delivery strategies at international conference annually
- Produced press releases, marketing materials and feature stories for local, state and national public relations efforts

Ohio University School of Interpersonal Communication, Athens, OH

1991-1993

Records Maintenance Clerk

- Maintained digital records for more than 500 undergraduate and graduate students in five separate database systems
- Designed and edited school alumni newsletter and World Communication Association newsletter

Ohio University E.W. Scripps School of Journalism, Athens, OH

1990-1991

Assistant to the Director

- Wrote and edited press releases for dissemination to local and state news outlets
- Organized conferences, workshops and other school-related activities, and, created and developed an experiential learning program to provide journalism students with six-months to one-year of degree-related work experience

Athens Messenger, Athens, OH

1989-1990

Copy Editor

- Wrote and edited copy for daily newspaper, with a circulation of 10,000 daily and 12,000 Sunday

Affiliations

National Association of Colleges and Employers

Mid-West Association of Colleges and Employers

International Coach Federation

Awards

(2) Communicator Awards, Awards of Distinction, Study Web Academic Excellence Award, EntreWeb Four Star Award, Edward Lowe Foundation Hailed Site, Entrepreneur Magazine Link of the Week, ASAE Top 10% Finisher, Top 100 University/College site-100hot.com

Publications

Published column writing, feature writing, script writing, fiction writing, and web/digital content development