

Tracy Corrigan
Blue Swan Studio
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Writer/Web Designer

EDUCATION

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

One year post-graduate study
College of Education, Ohio University

PROFESSIONAL STRENGTHS

- 15+ years experience in writing and web design
- Excellent verbal and written communication skills
- Outstanding public speaking and presentation skills
- Self-motivated, highly organized and accustomed to deadline work
- Proficient with various processing and design programs and content management systems
- Mac based; PC literate

Development:

Hand-coded HTML, XHTML, XML, CSS and Javascripting

CAREER PROGRESSION

Blue Swan Studio, 2003- present

Owner

Own and operate successful freelance web design firm, serving small business, higher education and trade association sectors. Work includes consulting, custom web site design and construction, and writing for the web.

Ohio University, Communications and Marketing, 1998-2003

Senior Web Designer

Designed and managed the main Ohio University Web site, which contains more than 200 sub-sites and over 90,000 pages on its various servers.

- Directed design teams in creating or redesigning Web projects for campus clients
- Coordinated campus IT and Web programming staff to develop and deliver comprehensive Web solutions
- Led various teams to develop comprehensive web strategies, site goals and functions
- Conducted usability testing to measure site effectiveness and ease-of-use
- Managed projects from initial client meeting through final billing
- Developed and provided training and support methods for more than 100 campus pagemasters
- Wrote Ohio University's Web Style Guide

National Business Incubation Association, 1993-1998

Manager, Online Services, 1996-1998

Coordinator, Media Relations, 1995-1996

Asst. to Director, 1993-1995

Designed and maintained Association Web site, including all HTML authoring, graphics creation, page layout and function.

- Led team to develop comprehensive web strategies, site goals and functions
- Increased Web site traffic more than 330% from 1997 to 1998

- Increased online book sales more than 300% from 1997 to 1998
- Presented about effective web development/delivery at international conference each year
- Managed NBIA Business Matchmaker, an online database profiling more than 1,000 start-ups and mid-sized and large corporations to facilitate strategic alliance interests; solicited and identified strategic partners through early-stage negotiations; converted database from closed system to web site.
- Wrote press releases, marketing materials and feature stories for local, state and national public relations efforts

School of Interpersonal Communication, Ohio Univ., 1991-1993

Records Maintenance

Responsible for maintaining records for more than 500 undergraduate and graduate students in five separate database systems; edited and designed school alumni newsletter and World Communication Association newsletter.

E.W. Scripps School of Journalism, Ohio Univ., 1990-1991

Asst. to Director

Wrote and edited press releases and school newsletters; organized conferences, workshops and other school-related activities; created and developed an experiential learning program to give journalism students six months to one year of degree-related work experience.

Video Features, Inc., 1990

Sales Director

Managed satellite sales office for a Cincinnati-based video production company.

Athens Messenger, 1989-1990

Copy Editor

WRITING

1990-present

- Wrote *Best of the Web*, a column on the basics of Web design for the *NBIA Review*, and wrote Web site reviews for *NBIA Review*
- Published short fiction
- Script writing
- Feature writing for various print and online publications

WEB 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