

EILEEN M. HOWARD
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Location: Atlanta, Georgia

SUMMARY

Extensive international experience developing on and off-line promotional programs, written articles, web design, online interactive elements, newsletters, and other communications materials. Strong creative, writing, communication, analytical and problem-solving skills with independent and innovative implementation of programs.

Website Design

2018 - present

- Work with clients to design their websites using Wix. Provide design and structure, then train them to update and use their site. Includes SEO and image editing.

Going Global Inc.

Content Manager

2008 - 2020

- Managed all aspects of content development for Going Global career guides from research through production.
- Managed editorial team of 18 staff, plus 30 contract researchers (all virtual), updating over 80 web guides for living and working in various geographies annually.
- Regularly researched complex topics and wrote understandable content for consumers.
- Developed effective Content Management databases and editorial process for the company using Quickbase.

Lee Hecht Harrison, Inc.

Web Site Product Manager (Contract/Part-time)

2001 – 2011

- Conceived and created new premium online career information product for Universities.
- Edited and re-wrote content and redesigned Career Services Web site in preparation for launch, adding interactive elements such as quizzes and polls, within deadline.
- Researched and wrote career related tips and articles for Message Boards
- Researched and wrote monthly newsletters to promote career services sales

CompuServe Incorporated, Columbus, Ohio

Programming Manager; Senior Programming Manager

1996-2001

- Developed, wrote, produced, published, and promoted compelling timely content for three high-profile CompuServe channels on a weekly basis, ensuring continuous growth in page views and monetization.
- Created original content such as online quizzes, photo galleries, and articles, and collaborated with Forums (online communities) and content providers (e.g.: People magazine, women.com, ivillage.com, beliefnet.com, Christianity Today, CBSHealthWatch, Mayo Clinic, Ladies Home Journal, Better Homes & Gardens, Oprah)
- Developed and defined editorial voice for CompuServe, shaping online service image and ensuring consistent online writing style.
- Managed national contracts and budgets for external CompuServe publishers and freelancers, ensuring consistency in the process of selection and payment.

- Established and wrote editorial QA process for style and copyediting, which ensured quality and consistency of published materials across CompuServe services.
- Produced CompuServe editorial style and design guide, conducting training and influencing style writing of 50 associates.

Owens Corning, Toledo, Ohio & Granville, Ohio
Marketing Administrator – AURA™ Superinsulation

1988-1996

- Developed customer acceptance materials for Owens-Corning super-insulation product, to create library of engineering data, quality assurance materials, drawings and marketing literature. Began with one brochure and developed library of over 30 materials in six months.
- Developed strategic plans and implementation tactics that were used for international sales and marketing efforts, as part of the 6-member AURA business team. (US, Asia, Europe)
- Designed presentations and displays, and represented Company at international trade shows in Germany, France and the USA, marketing new Owens-Corning super-insulation product.

The Institute of Cultural Affairs (ICA)

1985-1987

International, not-for-profit organizational and community development group.

Public Relations Manager, Caracas, Venezuela

- Led ICA Board of Directors' committee in development of public relations strategies incorporating video, print media, network development and modular program marketing pieces.
- Developed and coordinated program to obtain donated services of advertising agencies and printers and supervised their design and production of marketing pieces.
- Went from one 3-year-old brochure to an array of marketing materials aimed at a variety of audiences and programs with no cash outlay.
- Researched, wrote and published newsletters for ICA community development projects with diverse groups and cultures which provided communication, motivation and community cohesion for economic and social development.

RELEVANT ADDITIONAL VOLUNTEER WORK

- Provided web design and management, branding, marketing strategies, and publicity (press releases, etc) for Curtain Players Theater (4 years)
- Program Director for Harmony on the Southside, including all website management, marketing, publicity, branding, grant writing, personnel management, event management.

EDUCATION

THE AMERICAN UNIVERSITY, BA
 Double Major: Marketing/International Studies

COMPUTER SKILLS

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| • HTML | • Microsoft Office (Excel, Word, PowerPoint) |
| • Photoshop | • Wondershare Filmora Video production and editing |
| • Quickbase | • Internet Research |
| • Wix, Weebly, some basic Wordpress | • Serif Page Plus Design software |