

christine bower

positdesign.com

Cambridge, MA
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summary of expertise

- ➔ **System Knowledge.** Very comfortable in Mac, Microsoft, and UNIX/Linux environments.
- ➔ **Web Design and Development.** HTML/XHTML, CSS, AJAX, PHP, MySQL, JavaScript; BBEdit, Aptana, FrontPage, Dreamweaver.
- ➔ **Film, Animation, and Multimedia.** Flash, Quicktime Pro, Audacity, Autodesk Maya, FinalCut Pro.
- ➔ **Graphic Design and Image Correction.** Photoshop, Illustrator, ImageReady.
- ➔ **Desktop Publishing.** InDesign, Microsoft Word, QuarkXPress, Acrobat.
- ➔ **Data Management.** Microsoft Access and Excel, BSR Advance. FERPA certified.
- ➔ **Copyediting.** Expert in AP, MLA, Chicago, and other major stylesheets.
- ➔ **Languages.** Advanced German, intermediate French, some Spanish.

related professional experience

Harvard Business School External Relations 2007-present
Web Services Manager

- ➔ Spearhead school's social media adoption strategy.
- ➔ Develop interactive web-based Flash presentations.
- ➔ Dedicated "Champion of Email Marketing": template generation, troubleshooting, vendor selection.
- ➔ Develop marketing communications projects for print, email, and the web.
- ➔ Content-manage Alumni website: approve update requests from departmental liaisons; vet submitted code for accuracy, and content for grammatical/stylesheet correctness.
- ➔ Create new templates as required for event-specific web pages; develop HTML registration forms.
- ➔ Design and deployment of email newsletter sent to 70,000+ HBS alumni monthly.
- ➔ Coordinate and lead training seminars in web usage and best practices for External Relations staff.

Harvard Divinity School Office of Communications 2000-2007
Web/Editorial Assistant

- ➔ Designed and maintained *Harvard Divinity Bulletin* website.
- ➔ Created template for quarterly alumni/ae print publication.
- ➔ Designed two full-length academic books.
- ➔ Designed/proofread paper and web materials: brochures, invitations, and posters.
- ➔ Secured images from major archives; digital correction and preparation for print and web.
- ➔ Edited and maintained News and Events website, including audio/video and top-level home page.
- ➔ As editorial assistant for *Harvard Divinity Bulletin*, screened submissions, copyedited, prepress.
- ➔ In media relations role, coordinated news releases and press materials.
- ➔ Event planning and publicity; assisted and circulated at alumni/ae and high-profile donor events.

select designed and edited publications

- ➔ *Harvard Divinity Today* (2005-2007). Template design and content layout for quarterly alumni/ community newsmagazine.
- ➔ *Harvard Divinity School Community Directory* (2003-2007). Intensive information collection from multiple schools and non-academic departments; discreet management of highly confidential faculty, staff, and student data.
- ➔ *Harvard Divinity School Faculty Source Directory for Editors and Reporters* (2001-2005). Guided project from slim 8-page pamphlet to full 60+ page book to current online-only (2005-2007) iteration.
- ➔ *Dean's Report* (2002-2006). Annual publication of the Harvard Divinity School.
- ➔ *Power & Principles: Leaders in Media and Finance Reflect on the Ethical Framework of Their Work* (2002). A monograph edited by Will Joyner.
- ➔ *Light From the Age of Augustine: Late Antique Ceramics From North Africa—Tunisia* (2002). Illustrated academic reference by John Herrmann and Annewies van den Hoek.

select professional memberships

- ➔ Harvard ABCD Committee (member of Flash, Graphic Design, Macintosh, Microsoft, Social Media, and WWW working groups)
- ➔ The Markup & Style Society
- ➔ mediabistro.com AvantGuild

relevant education

Harvard University, Cambridge, MA. ALM in Digital Media Arts and Sciences	Expected 2011
Hamilton College, Clinton, NY. BA with Departmental Honors in Creative Writing and Philosophy Meehan Prize in Writing; Dana Prize for Character, Leadership, and Academic Excellence; Hamilton Scholars Award.	May 2000
National University of Ireland, Galway, Ireland. First Academic Honors.	Spring 1999
School of the Currier Museum of Art, Manchester, NH. Advanced Portfolio Workshop.	1994-1995

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