

DONNA TALARICO

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SUMMARY

Innovative and energized social media specialist, creative writer, and adjunct instructor with unique blend of experience in writing, sales, marketing, broadcast media, teaching, and eCommerce.

PROFESSIONAL EXPERIENCE

Interactive Marketing Specialist, July 1, 2009- present

Solid Cactus, A Web.com Inc. Company, Shavertown, Pennsylvania

- Maximize social media presence and oversee blogging efforts for Solid Cactus and other Web.com entities to engage present clients and attract new business
- Serve as managing editor of bi-monthly magazine, *The eBiz Insider* and its weekly e-mail supplement, the *eBiz extra*
- Locate public relations opportunities to get company recognized by local and national media; assign and coordinate corporate blog posts
- Contribute to the writing, production, and hosting of marketing and educational webinars
- Represent company at industry trade shows and community events
- Collaborate on other corporate marketing projects including web content, e-mail marketing, advertising copy writing, and sales collateral
- Participate in organization of semi-annual client summits called eCommerce Boot Camps

Adjunct Instructor, January 2010 - present

Wilkes University, Wilkes-Barre, Pennsylvania

- Developed new social media & public relations class, debuting the Spring 2010 semester to a class of 25 upperclassmen, which takes a theoretical and practical approach to teaching students about emerging technologies that are changing the landscape of public relations and the media

Contributing Writer, March 2001-present

Various publications in Northeast Pennsylvania

- *The Times Leader*: Pitch, develop, and write human interest and lifestyle stories for daily newspaper and its special tabloid pull-out sections; previously covered local school board and municipal meetings
- *The Weekender*: Generate ideas and contribute in-depth feature and tackle investigative 'issues' stories for alternative weekly newspaper, including dozens of cover stories, most which were self-generated
- *The Independent*: Contribute feature-length stories and business profiles to regional quarterly publication covering 'creativity, culture, and change' in Northeast Pennsylvania

Social Media/Web Intern, June 2009-January 2010

Etruscan Press, Wilkes-Barre, Pennsylvania

- Using years of professional experience in the eCommerce and Internet marketing field, spearheaded project to assist small, non-profit literary press enhance its online presence by evaluating its present and outdated website, creating a new website plan, securing grant to hire a programmer, and ultimately launching a redesigned website, unveiled at the January 2010 creative writing residency
- Implemented new social media elements into Etruscan's website, including Twitter
- Developed, wrote, and designed social media guide for Etruscan Press to present to new and existing authors to encourage participation in social media
- Trained present staff and interns on new website and gave direction on social media and blogging efforts

Senior Account Manager, June 2007-June 2009

Solid Cactus, A Web.com Inc. Company, Shavertown, Pennsylvania

- Generated over \$1M in lifetime sales for Inc. 500 company
- Closed sales through value-based selling of a highly technical eCommerce product
- Nurture client base to continue relationship as well as generate repeat business
- Refer clients to other company services in effort to build recurring revenue
- Contribute to company magazine and social media efforts
- Present at company's eCommerce Boot Camps and co-hosted marketing webinars

Admissions Representative, October 2002-November 2004 and June 2006-June 2007

Fortis Institute (formerly Allied Medical and Technical Institute), Scranton and Forty Fort, Pennsylvania

- Assist prospective students, primarily adult learners, through entire enrollment process including interview, tour and paperwork
- Meet and exceed personal and team budget goals for several start dates throughout the year
- Manage new and old leads from various sources: web, direct mail, call-in – and understand the difference between each lead source
- Reengage potential students who were previously interviewed, but did not enroll
- Coordinate with financial aid office to ensure student is financially packaged prior to start date
- Collaborate with education department to plan new student orientations
- Work with director of admissions to plan various recruitment and community service events
- Create informational material for distribution to prospective students; assist in training new admissions representatives
- Develop peer training sessions on various topics such as handling objections

Marketing Communications Assistant (work-study), December 2003-January 2006

Wilkes University Marketing Communications Department, Wilkes-Barre, Pennsylvania

- Write and disseminate press releases, write and publish stories for the university website, serve as contributing writer and copy editor for quarterly alumni magazine, arrange photographs for media and marketing materials, act as media relations liaison during campus events and other public relations tasks

Freelance Production Assistant, October 1996-June 2006

WVIA-TV, Pittston, Pennsylvania

- Served as floor director or camera operator for local live and recorded productions both in studio and remote locations

Promotion Director, June 1998- February 2001

Entercom Radio/WGGY-FM, Pittston, Pennsylvania

- Collaborate with general sales manager to create added-value promotions for station clients
- Coordinate with record companies and promoters to plan concert and artist-oriented promotions
- Responsible for planning and executing station contests and events
- Write promotional copy and scripts for live and recorded promos
- Oversee live action broadcasts and occasionally cover on-air shifts
- Restarted high school internship program, The Green Team

EDUCATION

Master of Fine Arts, Creative Writing (specializing in creative non-fiction)

Wilkes University, Wilkes-Barre, Pennsylvania

Thesis: *Papergirl, A Memoir*

Publishing track internship: Etruscan Press

Master of Arts, Creative Writing (specializing in creative non-fiction)

Wilkes University

Thesis: *Papergirl, A Memoir*

Bachelor of Arts, Communication Studies (concentrations in journalism and public relations)

Wilkes University

Minor: Sociology

ACADEMIC LEADERSHIP EXPERIENCE

- Arts and Entertainment Editor, *The Wilkes University Beacon*
- Staff writer, *The Wilkes University Beacon*
- Student Advisory Board, Communication Studies Department, Wilkes University
- Peer Mentor, Communication Studies Department, Wilkes University
- Students-in-Media mentor, Wilkes University/Wyoming Seminary Upper School
- Account Team Manager, student-run public relations firm Zebra Communications
- Inter-Collegiate Leadership Wilkes-Barre
- Student Government, class representative
- Oklahoma Interscholastic Press Association awards, various, Memorial High School

PROFESSIONAL, EDUCATIONAL AND COMMUNITY AFFILIATIONS

- Reader, James Jones First Novel Fellowship Competition, 2010
- Board member, Wilkes University Alumni Association
- Alumni mentor, Wilkes University Alumni Association
- Communications committee member, Wilkes University Alumni Association

PUBLICATIONS {outside of regularly contributed-to publications}

- "Social Media at Wilkes", *Wilkes*, Summer 2010
- "Title Tracks," *Games Magazine*, 2009
- "Typo Casting," *Games Magazine*, 2008
- "Independence Day," *Games Magazine*, 2006
- "Someone Like You, Someone Like Your Students," Career College Association, *The Link*, Aug 2005
- Various features, *Wilkes*, 2005-2006
- "Why I Deleted E-mail Interviews," AbsoluteWrite.com, 2005
- "Writing Music Reviews Music to My Ears," AbsoluteWrite.com, 2004
- "Merger Madness," *Games Magazine*, 2003
- Greeting Card, Oatmeal Studios, 2001

SPEAKING ENGAGEMENTS & WORKSHOPS

- "Blogging 101," Solid Cactus Boot Camp, April 2010
- "Offline PR for Your Online Business," Solid Cactus Boot Camp, April 2010
- "Creative Writing for the Web," Solid Cactus Boot Camp, April 2010
- "Social Media Workshop," Wilkes University Recent Alumni Program, February 2010
- "Social Media for Writers," workshop, Where Books Begin, December 2009
- "Social Media & Public Relations," Wilkes University student-run PR firm, October 2009
- "Social Media for the Anti-Social Writer," Wilkes University Creative Writing Res., June 2009,
- "Becoming an Expert in Your Field Using Offline Marketing," Solid Cactus Boot Camp, May 2009
- "Increasing Average Order Size," Solid Cactus eCommerce Boot Camp, October 2008
- "Blogging for Non-Profits," Northeast PA Non-Profit Summit, October 2008

- “Building Trust & Value with Online Customers,” Solid Cactus eCommerce Boot Camp, April 2008
- “Freelancing 101,” Tom Bigler High School Journalism Conference, Wilkes University, April 2007
- “Freelance Writing While in College,” Intro to Magazine Writing, Wilkes University, Fall 2007
- Reading, “Kids, have you seen my backpack?”, Adult Learner’s Association, Luzerne County Community College, Fall 2006
- Reading, “Kids, have you seen my backpack?”, Barnes& Noble, Wilkes-Barre, Fall, 2006

TELEVISION, ON-AIR

- Contestant, "Help Wanted: Private Investigator," The Learning Channel, August 2004
- Spokesperson for Allied Medical & Technical Institute, "NEPA Today," WOLF-TV, 2002
- Contestant, "Media Skydive," Dreams2Reality, WOLF-TV, October 2002

FEATURED PRESS INTERVIEWS/APPERANCES AS EXPERT SOURCE

- Living Social: Real Estate Agents Tap Networking Sites, Central Penn Business Journal, February 2010
- More Employers Using Social Media, The Times Leader, February 2010
- Social Media & Cyber Monday, WBRE-TV consumer reporter segment, November 2009
- Twitter Crashes, news story, The Times Leader, May 2009
- Billboard’s Country Airplay Monitor, Promoganda column, featured promotion director ‘honor roll’, various issues 1999-2001

COMPUTER & INTERNET SKILLS

- Advanced Internet, e-mail & social networking user
- Understanding of eCommerce best practices in web design & usability
- Internet marketing knowledge, such as pay-per-click (PPC) advertising
- Search engine optimization (SEO)
- E-mail marketing best practices
- Wordpress – blogging platform and content management system
- Blogger – blogging platform
- Expression Engine – web content management system
- Salesforce – customer relations software
- GoTo Meeting
- Camtasia
- Google Analytics
- Social media monitoring and brand management
- Twitter
- Facebook
- Flickr
- YouTube
- Ning
- Digg
- Mobile apps
- Microsoft Office
- Adobe InDesign & Photoshop