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| Lisa Robbins  498 W. Encinas St. Gilbert, AZ 85233 · 602-680-8552  lisac.camp@gmail.com · [linkedin.com/in/lccampbell](linkedin.com/in/lccampbell/) · [lisacrobbins.weebly.com](http://lisacrobbins.weebly.com/) |
| Web editor and publisher with over 12 years of experience working on a major university news site as well as various university online environments. Knowledge of web content management and strategy, communications, design and editorial judgement, and social media. Interested in working in a creative environment where I can use and develop my web, communications and leadership skills. |

# Experience

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| 9/11– PresentEditor/publisher, arizona state university Edit and publish content from various university sources using Drupal CMS for ASU Now and ASU.edu homepage. Manage accounts and taxonomies, and provide additional backend maintenance of web site as needed. Produce ASU Insight, a weekly faculty and staff newsletter through Salesforce Marketing Cloud, and maintain subscriber databases. Edit social media content, and manage publication of faculty and staff ads on employee portal. Have served on web development and redesign committees for ASU homepage, ASU Now, ASU Events and MyASU. Previously managed back end and front-facing publication of content for ASU Events. |
| 2/08–9/11Associate Editor, Arizona State University Wrote, edited and posted content for ASU News website. Helped edit and manage content for ASU Events calendar. Created text and images for ASU.edu homepage features. Produced a weekly ASU Events e-newsletter. Managed publication of faculty and staff ads, and created ads as needed, for employee portal. 10/06– 2/08Office Specialist and Information Specialist Assistant, Arizona State University Wrote stories for ASU News website and employee print publication ASU Insight. Posted content online to ASU News site. Compiled and edited content, as well as created page layouts for ASU Insight. Compiled media reports and handled other media requests as needed. |

# Education

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| Summer 2006Bachelor of Arts in Journalism and Mass Communication, Arizona State University Concentration: Strategic Media and Public Relations  Graduated Cum Laude  Other ASU course experience: TWC 511: Principles of Visual Communication; GRA 294: Dynamic Visual Representation |

# Skills

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| * Strategic communications * Web content management * Web content creation * Online publishing * Copy editing * Writing | * Drupal * Salesforce Marketing Cloud * HTML * Dreamweaver * Photoshop * Microsoft Office |

# Activities

CASE Judge volunteer for Videos on a Shoestring Budget category.

Attend conferences: Online News Association, American Copy Editors Society, Social Media Marketing World, Confab for Higher Ed, Digital Summit.

Continued education through Lynda classes: XHTML and HTML, Creating a Responsive HTML email, CSS Fundamentals.