

RESUME

Key Strengths

- Professional online producer with 13+ years experience
- Skilled writer and editor
- User experience and information architecture expert
- Strong graphic design sensibility and art direction skills
- Branding, marketing and campaign experience
- Excellent strategy development and project management skills
- Experienced team leader and relationship manager
- Well versed in utilising social media
- Excellent communications and presentation skills
- Detail-oriented, well organised, articulate and professional

Career Overview

I am an experienced online producer who has created digital communications for a variety of clients in both the government and private sectors. As a specialist in strategic information management and content delivery, my focus has been on applying best-practice standards and using the most appropriate technologies to implement and manage information that resonates with the audience while meeting key business objectives. I have gained experience and honed my skills from working for companies in both Australia and overseas.

Online Portfolio: <http://tanyad.yolasite.com/>

Professional History

Online Producer, SportingPulse, Melbourne 03/10 – Present

About SportingPulse

SportingPulse provides sporting organisations with solutions to easily manage competitions, publish results on websites, run events, communicate with their community and raise revenue.

Responsibilities

Provide strategic direction, set editorial and SEO standards, commission non-commercial content and manage production for sporting portal, Gameday. Liaise with stakeholders and contributors, forge non-commercial partnerships with appropriate content providers and write and edit content. Provide strategic direction, usability advice, develop site architectures and wireframes for the company's corporate site and sports network sites.

Project manage, provide content direction and facilitate functionality implementation for AFL Community Club, the new site of SportingPulse client, the AFL. Coordinate between SportingPulse and the AFL, liaise with stakeholders, liaise between Game Development and AFL web team. Set editorial standards, manage content through the content management system, Typo3, implement cohesive SEO strategy.

Websites:

- www.gameday.com.au
- www.aflcommunityclub.com.au
- www.sportingpulse.com

Tanya Dewhurst
1300/58 Jeffcott Street, West Melbourne Vic 3003
+61 3 8319 5028 | 0418 764262 | tpdewhurst@gmail.com

Content Developer, Business Victoria, Department of Innovation, Industry and Regional Development (DIIRD), Melbourne 10/09 – 03/10

About DIIRD

The Department of Innovation, Industry and Regional Development is the Victorian Government's primary agency dedicated to growing the state's economic and business success.

Responsibilities

Developed, wrote and maintained content for the Business Victoria website and print communications including SEO and updates to the Department's social media sites. Liaised with stakeholders and content experts to ensure content was up to date, regulatory compliant and relevant to users. Ensured quality control, consistency in style and editorial standards were met. Assisted coordination of content migration to new content management system, developed training guides and worked on change management planning.

Website: www.business.vic.gov.au

Achievements: Authored new print guide: Big Help for Small Business. Published March 2010.

Web Services Manager, Child and Adolescent Health Service (CAHS); Women and Newborn Health Service (WNHS), Department of Health WA, Perth 07/06 – 07/09

About CAHS/ WNHS

The Child and Adolescent Health Service delivers statewide paediatric health care and services via the Child and Adolescent Community Health Service and WA's tertiary paediatric hospital, Princess Margaret Hospital for Children.

The Women and Newborn Health Service comprises several statewide services including WA's tertiary care facility for women and newborn babies, King Edward Memorial Hospital.

Responsibilities

Managed the long-term content strategies and day-to-day operations of the public websites and internal intranets of two large West Australian Health Services. Oversaw a team of developers and support officers to create interactive content, browser-based applications and relevant information architecture based on best practice, client requirements, resources and user needs/feedback, while complying with state government policies, standards and frameworks. Art directed and managed website graphic design; wrote and edited variety of content. Managed the training and support of over 150 staff in using the content management system, MySource Matrix; liaised with a variety of stakeholders from all levels of the Health Services; represented the Health Services at government policy and standards bodies.

Websites: www.cahs.health.wa.gov.au; www.wnhs.health.wa.gov.au

Intranets: wnhs.hdwa.health.wa.gov.au; cahs.hdwa.health.wa.gov.au

Achievements

- Met recommendations and received high praise for the CAHS/WNHS 2008 Australian Council on Healthcare Standards Periodic Review, part of the mandatory Evaluation and Quality Improvement Program
- Contributed to the award-winning PREM Bank Milk Bank Program's success by architecting building and promoting browser-based screening application
- Winner of the June 2008 WNHS Team Staff Excellence Awards

Freelance Writer, Various Media, Perth 03 – 09

Authored feature articles for print magazines: *Spice* (food), *DiveLog* and *West Coast Divers* (SCUBA diving). Edited and wrote print and online newsletters for not-for-profits, Underwater

Tanya Dewhurst
1300/58 Jeffcott Street, West Melbourne Vic 3003
+61 3 8319 5028 | 0418 764262 | tpdewhurst@gmail.com

Explorers Club (SCUBA) and Fellowship of Australian Writers WA (literature). Other ad hoc writing projects as desired.

Online Editor, Curtin Business School (CBS), Perth 09/03 – 07/06

About CBS

As a division of Curtin University of Technology, Western Australia, Curtin Business School offers undergraduate and postgraduate degrees in various business specialities to overseas, Australian and local students.

Responsibilities

Edited, wrote and acquired content for the Curtin Business School website to develop and sell the CBS brand. Developed award-winning, innovative marketing materials for CBS such as The Big Leap, Career Corner, CBS Course Finder, and Discover WA. Collaborated with web team and engaged stakeholders and users to plan, create and implement improved CBS website structure, design and user experience. Worked with IT Department to develop intranet architecture, content and web contributor tools. Managed and trained a team of web contributors through the content management system, FarCry.

Websites: www.cbs.curtin.edu.au, Starting Point Intranet, www.thebigleap.com.au

Achievements

- Winner of the 2004 Curtinovation Staff Competition for The Big Leap website

Contract Editorial Director, Los Angeles 7/00 – 08/03

Applied business strategy, brand positioning, corporate requirements and user needs to develop content solutions for businesses, consumers and community organisations. Clients included agencies such as Full Moon Interactive, Clarity Cyber Systems, Doublespace, CyberNation, IdeaWork Studios, iProduce and Vector13.

Websites:

www.acorntech.com

www.etoys.com

www.knowthenet.org/teachers

www.lafla.org

www.mhshopper.com

www.pureadvice.com

www.saventwashington.org

Senior Content Specialist, Full Moon Interactive, Los Angeles 12/97 – 06/00

Wrote and edited content and architected websites for corporations requiring advertising, ecommerce, B2B, online banking, customer service, content management or intranet solutions. Clients included the American Film Institute, Cal Fed Bank, Chicago Academy of Sciences, Citibank, Dell Computers, Edison International, Gillette, Knowledge Adventure, Oral-B and Variety Entertainment. Worked closely with account managers, design team and developers to keep projects on critical path. Maintained schedules, data management and progress reports. Assisted with new business pitches and supervised freelance and junior content staff.

Websites:

www.afi.com

www.autoone.com

www.calfed.com

www.carsdirect.com

www.dell.com

www.edison.com

www.edisonkids.com

www.goldenstate.com

www.knowthenet.org

www.oralb.com

www.protectionone.com

www.sce.com/careers

www.sce.com/on location

www.variety.com

Tanya Dewhurst
1300/58 Jeffcott Street, West Melbourne Vic 3003
+61 3 8319 5028 | 0418 764262 | tpdewhurst@gmail.com

Senior Internet Analyst, SunAmerica Inc, Los Angeles 04/97 – 11/97

Analysed business needs, undertook competitor research and provided internet, extranet and intranet strategies for the company's ecommerce efforts. Designed and launched company's first intranet. Wrote marketing materials for retirement planning tools. Website: www.sunamerica.com.

Managing Editor, Radio Aahs Magazine & Doublespace Design Studio, New York 01/95 – 04/97

Conceptualised and managed content for both print and online children's publication; wrote and edited features and departments; proofed copy from submission to blueline, commissioned freelancers, supervised daily maintenance of websites; directed editorial and design staff; oversaw tight production schedule.

Also developed websites:

www.comedycentral.com

www.emimusicpub.com

www.kne.com/townsquare.html

www.radio-aahs.com

Freelance Editor/Journalist, London 1985 – 1995

Co-founder and features editor of *LL Magazine*. Regularly contributed to various national, regional and community magazines in the UK, USA and Australia.

Education

BA in Professional Writing, Canberra College of Advanced Education, Australia, 1985

Computer Skills

Mac/PC; Adobe Creative Suite (highly proficient at Dreamweaver and Photoshop); FarCry, MySource Matrix; MS Office; HP Open Source; MS Project; Publisher; Quark Xpress; Visio, et al

Professional Organisations

- writingWA: Board member 2008-2009
- Fellowship of Australian Writers WA: Board member and volunteer 2005-2009
- WA Society of Editors: Member 2005-2009

Nationality

Australian

Referees

Mr Clive Mitchell, Senior Project Officer, Health Information Network, Department of Health WA
w 08 9222 4040 m 0424 134272 e clive.mitchell@health.wa.gov.au

Ms Trudi Ruane, A/Director Safety, Quality and Performance, Child and Adolescent Health Service,
w 08 9340 7680 e Trudi.Ruane@health.wa.gov.au

Ms Sharon Flindell CEO, writingWA
w 08 9228 9908 m 0419 929 015 e ceo@writingWA.org