

Christy Brewer
christy@brewpoint.com

211A Buist Ave., Greenville SC 29609
(586) 915-0845

Objective

Write. Edit. ...research and brainstorm to bring content to life... use proven problem solving and
Create content... creative thinking skills to answer questions people are asking... use intense passion
for learning to pass on knowledge and meet customer and client needs.

Experience

Content Manager, SEO Manager, Web Marketing (Quicken Loans) Nov 2005 – Jun 2008

Develop content strategy and write copy for **www.quickenloans.com** to meet usability, information architecture and search engine optimization targets. Created business case for engaging in social media; corporate culture goals met through blog, **www.whatstheiff.com**; inbound links and authority established on Yahoo! Answers; daily rate and industry messages on Twitter.

Wrote mortgage articles **picked up by Yahoo! News** for increased exposure and lead generation.

Increased site submission by making online calculators easier to read and use.

Writer/Producer (Hass MS&L for General Motors) Mar 2003 – Nov 2005

Produced **www.gmability.com/education** for General Motors, creating games, stories and multimedia lessons about the **environment, energy, sustainability and technology** for K-12 students, all certified by Weekly Reader. Wrote similar articles for adults; guided graphic designers in creation of charts and illustrations to add clarity.

Awards:

Best Education Web Site (2005)
PRSA Bronze SABRE (2004)

Manager, Corporate Education Projects (Visual Services, Inc.) May 1999 – Apr 2002

Lead development of **web-based corporate training** projects. Edited and produced web sites that replaced volumes of printed material distributed nationally, saving \$500,000 each year. Managed **www.TeamFordRacing.com**; designed news posting systems, edited content and organized driver chats with fans.

Global Webmaster (Meritor/Rockwell Automotive) May 1997 – May 1999

Responsible for launching web-based technology: pilot testing, establishing policy and best practices, training new users. **Developed first global intranet**, with supporting sites in Europe and Asia, to streamline engineering communications. Developed web-based resume submission to save human resources costs.

Director of Corporate Communications (Netrex, Inc.) Sep 1995 – Apr 1997

Responsible for all public/media relations, advertising, trade shows, presentations and speech writing. Educated all Cranbrook Institute teachers on **using web browsers and search engines** in the classroom. Organized the company's first **Internet Security Symposium** to establish authority in the network security market.

Web Development Manager

Lead developers and graphic artists to create first-ever web sites: Michigan Employment Security Commission (MESCC), ITT Automotive, Dodge Cars '95/'96, Lear Corporation.

Marketing Coordinator/Web Developer (DataServ, Inc.) Feb 1995 – Sep 1995

Created multimedia presentations for a K-12 educational technology integrator; interviewed teachers, reported on Internet use in the classroom.

Created the first **web-based portal** of lesson plans on the web.

Employee Benefits Education Writer (FlexBen Corporation) Jan 1993 – May 1994

Wrote first guides on Family & Medical Leave Act, Health Care Spending Accounts.

Advertising, Marketing, Administrative Manager (Sterling 2000) Jan 1992 – Jan 1993

Produced company's first client newsletter and sales commission tracking system.

Executive Assistant (Dirks, Van Essen & Assoc.) Nov 1989 – Dec 1991

Created the industry's first newspaper acquisition tracking database.

Computer Skills

Microsoft Word, Excel, PowerPoint, Project, Visio
Adobe PhotoShop, Macromedia Fireworks and Dreamweaver
“Straight” HTML code (not relying on visual editors)
Web traffic analysis tools: Omniture and Coremetrics
Many proprietary software packages for tracking, management and request submission

Education

Bachelor of Arts, Public Relations (Cum Laude) Wayne State University, 1995

Member of PRSSA Bateman Competition; first-ever national placement for WSU.
Newsletter editor for WSU chapter of PRSSA.
Contributed to James Measell's textbook, PR: The Right Stuff.

Assoc. Liberal Arts (Cum Laude) Oakland Community College, 1989

Additional Experience

World Cup USA '94: Media relations & hospitality; Personal attaché to president of WC-USA while in Detroit, ambassador to Dr. Henry Kissinger for opening Detroit game.

The Bridge Church: Developed children's education program, member of finance team, newsletter editor, on-stage announcements.

Franco Public Relations: Case study, award application and press release writing.

Dorie Shwedel & Associates: Media relations, event coordination.

Classroom Presentations and Materials

Diego Rivera (2002) for Kindergarten students, included mock mural painting.

Drop Zone (2003) for first graders, demonstrated gravity for annual science fair.

Growing Crystals (2004) for second graders, included comparing solutes.

Geometry of Snowflakes (2004) for second graders, used a protractor to find six snowflake poles.

Glengary Math (2006) for fourth-graders, a web-based math facts practice game.