

Patia Stephens

Writer, Editor, Web Content Manager

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OVERVIEW

Award-winning writer, editor and web content manager with good judgment and instincts in communications, public relations, marketing and social networking.

"Outstanding writing and editing abilities, unequalled good sense about and understanding of web content and marketing, and superlative public relations savvy." ~ Rita Munzenrider, former director of University Relations at the University of Montana

QUALIFICATIONS

- * Extensive experience in writing news and feature articles, news releases, web content and marketing material.
- * Exceptional copy editor and proofreader with expert knowledge of AP Style.
- * As web content manager for the University of Montana, was responsible for all UM home page content from conceptualization to maintenance, including news, events, photographs, profiles, student blogs and featured links.
- * Former managing editor of the University of Montana Style Guide; led major lexicographical update.
- * Former managing editor of the weekly UM email newsletter, TGIF. Initiated and completed upgrade from Majordomo listserv to Constant Contact.
- * Former managing editor of alumni print newsletters. Experienced in both newsletter layout and working with graphic designers and printers.
- * Longtime blogger. Established first official university blog.
- * Experienced user and manager of social networking communities, including Facebook, Twitter, LinkedIn, Flickr, YouTube, WordPress and HootSuite.
- * Developed and carried out marketing plan for selling the UM photographer's images on greeting cards and prints.
- * Contributing writer and editor for numerous UM publications, including the Montanan magazine, President's Report and newsletters.
- * Designed web versions of UM print publications using Dreamweaver and HTML. Familiar with SEO and accessibility issues.
- * Redesigned University Relations website using Cascade content management system and CSS.
- * Active on university web committee for nine years. Held leadership role on home page subcommittee through three redesign processes.
- * Managed editors, content producers and a team of student bloggers.
- * Highly comfortable with PCs, Macs and a variety of software programs.
- * Passionate photographer with expert photo-editing skills in Adobe Photoshop.
- * Regularly and competently interacted with university constituents, including executive officers, faculty, staff, alumni, students and media.
- * Served as acting director of University Relations in director's absence.

EXPERIENCE

- * Content Editor | Expedia
January 2012 to present
- * Writer/Editor | University of Montana Office of Alumni Relations
June 2010 to July 2011
- * Marketing and Communications Manager | UM University Relations
April 2009 to February 2010
- * Web Content Manager and News Editor | UM University Relations
September 1997 to January 2008
- * Online Editing Intern | South Florida Sun-Sentinel
Summer 1998
- * Production Assistant | Whitefish Pilot
July 1993 to April 1997

EDUCATION

- * Master of Fine Arts - Creative Writing | University of Montana | 2007
Nonfiction emphasis. Honors, 3.90 GPA
- * Bachelor of Arts - Journalism | University of Montana | 2000
Minor in English. Honors, 3.52 GPA
- * Associate of Arts - General Studies | Flathead Valley Community College | 1997
High honors, 3.85 GPA

AWARDS

Council for Advancement and Support of Education, District VIII:

- * Gold Award - Feature Writing, 2006
- * Rising Star Award - 2004
- * Silver Award - Feature Writing, 2004
- * Bronze Awards - Feature Writing and Web Design, 2002
- * Virginia Carter Smith Grand Crystal Award (shared) - PR Projects, 2001
- * Bronze Awards - Feature Writing and Photo Essay, 2000

Montana Newspaper Association:

- * First Place - Best In-Depth Reporting, 1994

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