

KASIE MAE COCCARO

WASHINGTON, DC
KCOCCARO@GMAIL.COM

SKILLS

CONTENT MANAGEMENT SYSTEMS:

Expression Engine, WordPress,
Drupal, Zope

CONSTITUENT RELATIONS AND EMAIL:

Salesforce, Eloqua, Democracy in
Action, Blue State Digital toolset

WEB SKILLS:

HTML, CSS, XML, Adobe Flash

PUBLISHING SOFTWARE:

Adobe Photoshop, Illustrator,
and InDesign

PROFILE

Experienced and creative technology coordinator, web producer, and online communications project manager. Three years of experience in creating workflows and processes for a mid-size non-profit. Four years of content management and graphic design experience. Knowledge of various CMS, CRM, and email marketing products, as well as interactive, multimedia, and graphic design software.

EXPERIENCE

ONLINE COMMUNICATIONS WEB PRODUCER, PROJECT MANAGER AND WEB TECHNOLOGY SUPERVISOR

CENTER FOR AMERICAN PROGRESS: 2007-PRESENT

- Work with executive management to create a transparent and project oriented workflow within online communications, including defining deliverables and success, setting priorities and levels of effort, and assigning a project manager and a project lead to each project.
- Manage cross-departmental projects including editorial, art, events, video, email, social media, web technology, operations, and IT teams.
- Supervise, schedule, and create entrepreneurial and operational projects for three web technology team members.
- Develop and implement new editorial, video, interactive, and social media products for various websites.
- Create, update and lay out daily web content, multimedia, and interactive products for American Progress and American Progress Action.
- Serve as primary technology contact of requests for American Progress products, including: American Progress, American Progress Action, Think Progress blogs, Campus Progress, Enough Project, Half in Ten, Climate Progress, Science Progress and MicCheck.

GRAPHIC DESIGNER & ASSISTANT WEB ADMINISTRATOR

WESTERN AUSTRALIA DEPARTMENT OF LOCAL GOVERNMENT AND REGIONAL DEVELOPMENT: 2006-2007

- Redesigned and maintained local and regional government websites.
- Designed graphics for web and print publications.
- Served as project manager for the design and development of local and regional government intranet.

FLASH INTERACTIVE AND GRAPHIC DESIGNER

NUTRITIONINMEDICINE.ORG: UNC CHAPEL HILL: 2006

- Created educational and medical graphics, tutorials and Macromedia Flash web courses.

EDUCATION

Elon University, Elon, NC - Public Administration B.A.