

Stephanie Yamkovenko

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>> Experience

Web Editor, American Occupational Therapy Association, Bethesda, MD Jan. 13 – Present
Promoted to Web editor to oversee the association's website and social media. Manage and develop content for multiple social accounts — Twitter, Facebook, Pinterest, Instagram, LinkedIn and blog. Track and report social media engagement analytics. In first year, total Facebook reach for the year increased from 1.8 million to 4.1 million. Twitter followers increased 50%, Facebook fans increased 34% and Pinterest fans doubled. Plan editorial calendar for AOTA.org's front page. Develop web and social media strategies for association. Train staff on social media best practices. Write news articles for website, magazine and newsletters. Report on technical health policy news and regulations in a readable format. Editor of e-newsletter with 45,000 recipients — curate and develop original content, while tracking statistics to ensure improving engagement.

Project Manager, American Occupational Therapy Association, Bethesda, MD Aug. 12 – Sept. 13
Managed the association's website redesign (5,000+ pages) and content management system (CMS) implementation. Led a team of key association staff including chief operating officer. Worked with vendor to meet deadlines and stay in budget. Redesign resulted in overwhelmingly positive feedback from members.

Staff Writer, American Occupational Therapy Association, Bethesda, MD Sept. 08 – Jan. 13
Wrote news articles for association's website, magazine, newsletters and other vehicles. Pitched ideas, researched topics, conducted interviews and adhered to daily, weekly and longer deadlines. Worked on quick deadlines while creating in-depth features. Editor of bi-weekly e-newsletter with 40,000 recipients.

Communications Specialist, Louisiana REALTORS Association, Baton Rouge, LA Feb. 07 – Aug. 08
Wrote copy for the website, e-newsletters and promotional flyers for distribution to the 13,000 association members. Coordinated membership communications including the design of publications and design and maintenance of websites on CMS. Redesigned website to reorganize content to make information more accessible and usable, resulting in a positive member response to the ease of use.

Feature News Writer, La Vie Magazine, Baton Rouge, LA July 07 – April 08
Freelance feature news writer for award-winning regional lifestyle magazine. Pitched, researched and wrote two feature stories a month. Assisted editor in story idea development.

Journalism Graduate Assistant, Louisiana State University, Baton Rouge, LA Sept. 05 – May 07
Assisted journalism faculty member with research tracking money flowing into state from film industry due to tax incentives. Conducted comprehensive database searches and qualitative content analyses.

>> Publications

Published by: Poynter.org, "Quill" magazine, "OT Practice" magazine, "Caring" magazine, "Frederick Gorilla" magazine, "La Vie" magazine, "The Advocate" Baton Rouge newspaper and more.

>> Skills

Proficient in: Photoshop, InDesign, Flash, Dreamweaver, Web design, HTML (intermediate to advanced), CSS, content management systems, email marketing software, QuarkXPress. Photography and photo editing.
Style Guides: Professional experience with AP, APA and Chicago Manual style guides.

>> Education

Louisiana State University, Baton Rouge, LA, May 2008

Master of Mass Communication, Journalism

GPA: 3.8; Thesis: Media ethics — moral development differences of advertising and journalism students.

Louisiana State University, Baton Rouge, LA, May 2005

Bachelor of Mass Communication, Journalism

Overall GPA: 3.83; Minor: History; Magna Cum Laude Graduate, Chancellor's List and Dean's List.

>> Honors

Honors: Winner of the 2012 Economist-Nielsen Data Visualization challenge. Awarded the 2011 Rising Star in Publishing scholarship from the Angerosa Research Foundation. Media Ethics paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) 2008 Annual Convention.