

IRIS SELA HOROWITZ

WRITER, COMMUNICATIONS SPECIALIST, DIGITAL STRATEGIST
Denver, Colorado • iris@greenirismedia.com • www.greenirismedia.com

SKILLS

Writing, Editing: websites, blogs, newsletters, ads, donation appeals, press releases

Content, Graphic Design for Print Collateral: business cards, brochures, menus, ads, logos

Website Support & Consulting: technical assistance, editing, redesign strategies

Strategic Content Creation, Mobile-Friendly Digital Marketing: email, social media, website, search engine optimization (SEO)

Digital Analytics: data tracking, interpretation, advice for social media pages, websites, emails; contact, client, donor management

Technology Educator: customized presentations, guides, and how-to videos on social media platforms, CRMs, and office applications (G Suite, Microsoft Office)

Photography: marketing, social media, website, photojournalism, nature, portraits

Sustainability Consulting: Zero Waste business and marketing practices

TECH SAVVINESS

Social Media: Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest, Flickr

CMS: Joomla!, WordPress, Weebly, SquareSpace, HTML

CRM: Salsa Labs, Constant Contact, Salesforce

Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Spark, Acrobat

G Suite (formerly Google Apps): Google My Business, Docs, Forms, Sheets, Slides

Microsoft Office Suite: Word, Outlook, PowerPoint, Publisher, Excel

EXPERIENCE

Digital Engagement Strategist • Eco-Cycle • Boulder, Colorado • Dec. 2017 to present
Manage website redesign project; Advise on email marketing and online engagement

Communications Coordinator • Eco-Cycle • Boulder, Colorado • Feb. 2008 to Dec. 2017

- Produce, edit, and print collateral to support various nonprofit Zero Waste community and campaigns including brochures, print ads, business cards, signs, posters, and banners; Edit and manage production of local 30-page sustainability guide, *Eco-Cycle Guide*; Edit reports, grants, press releases; Produce informational handouts, posters, and guides about practicing Zero Waste

- Create, edit, and send newsletters and email updates, manage contact lists; Update and maintain company website; Create Facebook and Twitter pages, moderate pages, produce content, and measure audience engagement; Offer technical assistance and trainings for staff on digital programs

Feature Writer, Reporter • Colorado Daily • Boulder, Colorado • Nov. 2007 to Feb. 2008

Editor-in-Chief, Features Editor • The Oracle, University of South Florida • Tampa, Florida • Feb. 2005 to Dec. 2006

EDUCATION

Certificate in Web Design • Boulder Digital Arts • Boulder, Colorado • April 2012

Bachelor of Arts Double Major in Journalism, Religious Studies • University of South Florida • May 2007