

Carrie Patton Laaker

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■ PROFESSIONAL EXPERIENCE

Senior Online Producer, *AICPAStore.com/CPA2Biz.com*,
the marketing agent of the American Institute of Certified Public Accountants
New York, NY & Santa Clara, CA; May 2001 - present
(Promoted from Producer/Content Manager in April 2002)

Project lead for site enhancements

- Lead team of producers and marketing managers in developing goals and strategies for site's evolution
- Develop and document business requirements for web site enhancements
- Participate in usability testing and QA cycles for all major code releases
- Analyze data from Webtrends, search logs, and sales reports to understand traffic patterns and to identify site's strengths and weaknesses; translate into actionable recommendations
- Conduct competitive analysis of the company's site vs. competing businesses; study industry best practices and recommend improvements

Execute marketing promotions and manage online store

- Manage e-commerce store of more than 1,000 products, including publications, conferences, webcasts, and continuing education courses
- Manage content and spending for search engine marketing campaigns on Google AdWords and Overture
- Monitor weekly sales reports and site search logs; adjust site content to respond to customer demand

Content producer

- Plan and execute launch of content resource centers by coordinating efforts of product managers, content providers, and technical developers
- Serve as lead front-end user for Microsoft's CMS 2001 and Business Desk catalog management tool
- Develop and maintain editorial content for online resource centers and email newsletters
- Lead and train other members of online production team; establish guidelines and procedures for posting editorial content and imagery

Online Content Editor, *WorkingWoman.com*
New York, NY; February 2000 - April 2001
(Promoted from Associate Editor in February 2001)

- Used Oracle CMS to publish original articles and integrate third-party content feeds
- Wrote and edited weekly articles on career and business management topics
- Assigned and edited freelance articles
- Coordinated production and QA of all editorial content imported from Working Woman and Working Mother magazines
- Assisted art department in formatting images with Photoshop and ImageReady

Assistant Editor, *Working Woman magazine*
New York, NY; June 1998 - February 2000
(Promoted from Editorial Assistant in March 1999)

- Assigned and edited freelance articles for technology column and buyer's guides
- Wrote several articles per issue on career, management, small business, and news topics

■ EDUCATION

University of Kansas, Bachelor of Science in Journalism, 1998
Dean's List; graduated with distinction

■ TECHNICAL SUMMARY

Microsoft Content Management Server 2001; Microsoft Business Desk catalog management tool; Oracle content management system; WebTrends; Microsoft Visio; Microsoft Office XP; HTML (hand-code); and familiar with CSS, XML, and database concepts.