

# Amanda Keim-Morrison

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## Summary

Versatile digital capabilities investigator, website builder and writer. Has a track record of working with developers and designers to create new tools and content; investigating new features and tools, then developing best practices for their use; documenting solutions; providing quality assurance tests; and figuring out how to accomplish goals with limited resources. Methodical, detail-oriented and flexible.

**Tools:** WordPress, Confluence, Jira, Zendesk, G Suite, Google Spreadsheets, Google API Keys

**WordPress plugins:** All Import Pro, All Export Pro, WP Bakery (Visual Composer), Templatera, Time.ly, Gravity Forms, Advanced Custom Fields, Rayos Directories, Rayos Elections, additional Rayos plugins

**Skills:** HTML, CSS, writing, editing, copy editing

## Work Experience

### Product Deployment Manager

TownNews, Rayos Platform      Worked remotely from St. Paul, Minnesota      February 2019-March 2021  
Built websites on the WordPress-based Rayos platform, contributed to new features and trained colleagues who were new to the platform.

- **Lead website builder:** Analyzed existing news websites' structures and clients' wishes for new sites, then developed site build blueprints to lead and expedite build team's work. Investigated new uses for existing tools to speed up site builds. Worked on site CSS as needed.
- **Subject matter expert:** Advised product team and developers during product definition and development, giving input on end-users' expectations, proposed workflows and likely use cases for features. Tested newly-developed features prior to release for quality assurance.
- **Content imports, modification:** Analyzed, imported and modified directories, elements on articles, user information and other data using knowledge of All Import Pro and All Export Pro.

### Project Coordinator

GTxcel      Worked remotely from St. Paul, Minnesota      January 2018-February 2019  
Coordinated with project managers, customers and developers to keep new site builds on track. Investigated and documented uses for new product capabilities.

- **Website builder:** Built news sites on a WordPress-based CMS. Analyzed analytics to inform new site structure. Guided clients through configuring items like API keys and weather integrations.
- **Feature investigator:** Consulted with developers to understand new features, then investigated and experimented to understand features' capabilities and identify potential future improvements.
- **Documentation writer:** Investigated strategies and different methods for using features, then wrote documentation for tasks including setting up and ingesting directories, ingesting calendar listings and use cases for the WordPress Gravity Forms plugin as applicable to news sites.

### Support Specialist

GTxcel      Worked remotely from St. Paul, Minnesota      May 2016-January 2018  
Assisted media outlets working in two content management systems (WordPress-based and proprietary) by providing instruction, adjusting CSS, building pages and troubleshooting issues. Worked with developers to document issues and test solutions. Served on team prioritizing CMS improvements to benefit site editors.

## **Health News Writer/Producer**

PresentNation                                      Minneapolis, Minnesota                                      November 2014-March 2016  
Worked on a team of nine writers hired to help launch this startup news service and shape PresentNation's editorial voice. Wrote curated health stories for a national audience. Investigated third-party applications to expand newsroom storytelling capabilities, then trained colleagues in their use.

## **National News Editor**

Internet Broadcasting (now LAKANA)                                      Saint Paul, Minnesota                                      August 2010-November 2014  
Served as lead weekend national editor for nearly 60 television websites. Created galleries and interactive features. Experimented with in-house CMS and third-party applications to find new ways to display content and track news. Compiled, copy edited and posted packages of stories, videos and interactive content. Managed and tracked analytics for network-wide link-sharing feature. Worked with designers and developers on new site offerings and communication products.

## **Reporter**

Ahwatukee Foothills News                                      Phoenix, Arizona                                      March 2010-July 2010  
Covered education, businesses and general assignment stories in Phoenix's Ahwatukee Foothills area. Created multimedia pieces for www.ahwatukee.com. Assisted with website updates.

## **Reporter**

East Valley Tribune                                      Mesa/Scottsdale, Arizona                                      June 2006-March 2010  
Covered town hall and school beats for, at the time, a 100,000-circulation daily newspaper. Served on a web task force to help determine new strategic directions for the newspaper's website. Produced online-exclusive content, including interactive features, soundslides and audio clips.

## **Editor-in-Chief**

The State Press                                      Arizona State University                                      August 2005-May 2006  
Managed production of a 22,000-circulation daily student newspaper, directing a staff of about 60 student editors, reporters and photographers. Previously served as a city editor in spring 2005, an assistant web editor and assistant editor for ASU's Presidential Debate special sections in fall 2004 and a reporter in 2003-04.

## **Reporting Intern**

The Associated Press                                      Phoenix, Arizona                                      May 2005-August 2005  
Wrote and contributed to between five and seven stories a week for distribution over the Arizona and national wires. Became familiar with general operations of the AP.

## **Editorial Assistant**

Kolbe Corp/The Center for Conative Abilities                                      Phoenix, Arizona                                      June 2003-June 2006  
Wrote promotional material and white papers. Copy edited books, indexes and other content. Periodically served as videographer and video editor for events.

## **Education**

### **Journalism B.A., Political Science B.S.**

Arizona State University                                      Tempe, Arizona                                      Graduated May 2006  
Graduated cum laude in May 2006 with a 3.59 GPA.

## **Graduate Work**

Arizona State University                                      Phoenix, Arizona                                      Fall 2009  
Improved online media skills including audio editing, soundslide creation and blogging and working in HTML, Dreamweaver and Flash in a three-credit course.