

# RUSSELL DICKERSON

www.rhdickerson.com

## AWARDS

**Winner, Best Web Site**  
**Society of Professional Journalists, Region 9**  
*Rocky Mountain Collegian*

**Winner, Special Multimedia Award**  
**Colorado Press Association**  
The Big Thompson Flood; *Fort Collins Coloradoan*  
Increased traffic to the *Coloradoan* website by 2 million pageviews

**Best Professionally Designed Ad Campaign**  
2nd place, for *Rocky Mountain Collegian Online* house ads;  
College Media Business & Advertising Managers (CMBAM)

**Professional Illustrator**  
Inclusion in the prestigious Spectrum annual collection,  
for the best in contemporary illustration

## EDUCATION

**Bachelor of Science in Communication**  
Colorado State University

- Proposal, article, and academic writing
- Social media and community involvement
- Intercultural and diversity communications
- Strategic communication and ethics
- Leadership and team dynamics

## EXPERIENCE 1998-PRESENT

**Freelance Content Creation** (19 years)  
Writing, Web and Graphic Design, Wordpress, Illustration

**Creative Services Director** (4 years)  
*Rocky Mountain Student Media*  
Student Media/Professional Staff Adviser,  
Writing, Web and Graphic Design, Social Media, Training

**Web Design Coordinator** (9 months)  
*Colab: CSU Lory Student Center Marketing*  
Writing, Copyediting, Web and Graphic Design,  
Training, Branding Standards

**Designer, Content Writer** (1 year)  
*Haiku Designs*  
Writing, Blogging, Web and Graphic Design, Social Media,  
Marketing, Promotions, Search Engine Optimization

**Previous Experience:**  
*National Association for Interpretation* (5 years)  
*Scuba Schools International* (3 1/2 years)  
*Fort Collins Coloradoan* (2 1/2 years)  
*Kinkos/FedEx Office* (1 1/2 years)

## WRITING

### Content Articles & Advertising

- Blogs and monthly interviews for Apex Book Company and award-winning *Apex Magazine*
- Product sales and advertising copy, blogging, email newsletters, and social media content creation for Haiku Designs
- Social marketing and email newsletters for various companies

### Copyediting & Copywriting

- Copyeditor for Colab, Colorado State University Lory Student Center, using AP style
- Copywriting and copyediting for websites and online advertising for various employers and freelance clients
- Copyediting for all advertising, product, and online writing for Haiku Designs

### Magazine Technical & Tutorial Writing

- Technical/tutorial articles for Scuba Schools International
- Visitor article for *Legacy Magazine*, National Association for Interpretation
- Software/hardware manuals and walkthroughs for various companies, including technical and policy writing for Rocky Mountain Student Media

## DESIGN & MEDIA

### 19 Year, Award-Winning Design & Digital Media Expertise

- Expert in Adobe Photoshop, Illustrator, and InDesign
- Extensive layout, photo manipulation and optimization, and design experience for nearly all needs
- Adviser of best practices for media students at Rocky Mountain Student Media, Colorado State University
- Working within branding standards for many clients and employers, including Colorado State University, and creating new standards for others

### Wordpress & Web Design Expertise

- Extensive Wordpress expertise, including themes, plugins, content and images, entire content networks
- HTML/CSS, responsive and mobile-friendly design and development
- Audience tracking through Google Analytics, Chartbeat, and other web traffic solutions
- Recent freelance clients include:
  - Centennial Auction Services: [www.casauction.com](http://www.casauction.com)
  - Launch Inc./Gilead: [gilead-events.com/presidentsclub2016](http://gilead-events.com/presidentsclub2016)

### Social Media & Marketing

- Social media exposure for business
- Community building through social media and newsletters for Haiku Designs
- Adviser, social media and web for Rocky Mountain Student Media
- Creating new avenues for print and web marketing



Adobe



Office