

JEN DEADERICK

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TECHNICAL SUMMARY

Adobe Dreamweaver, Adobe Photoshop, AOL, Apple Airport, Apple Airport Time Capsule, Dropbox, Evernote, Facebook, Flickr, Google Analytics, Google Docs & Drive, Google Maps & Search listing, Hootsuite, iMovie, Instagram, LinkedIn, Mac Mail, Mac Numbers, Mac OS 9, Mac OS X, Mac Pages, Mac Time Machine, MailChimp, Microsoft Office (Word, Excel & PowerPoint), Microsoft Outlook Express, Microsoft Windows, Netscape Mail, Ning, Quicken, SlideShare, Squarespace, SurveyMonkey, TinyLetter, Tweetdeck, Twitter, Verizon & Comcast modem set-up, Visio

EXPERIENCE

WEB DESIGN & SOCIAL MEDIA CONSULTATION— 2009 – PRESENT

The rise of social media has been rapid, but it has become essential to our day-to-day lives. Many individuals and organizations struggle with how best use the new tools, and incorporate them with any online presence they might already have. I get to know the clients, their style, their comfort level with technology, the time they have to devote to social media, and what they have that's already working. Based on my findings, I help them to figure out what they need, and, sometimes more importantly, what they don't need. Writers are often relieved to hear they don't need a blog. Here are some of my highlights:

- **The Village Groomer** and **Chickadee Seed & Feed** — Family-owned brick-and-mortar pet stores, the two sites needed to reflect their connection, but also their unique personalities. The Village Groomer was founded by one of the owner's late hippie-ish Dad, and had built up a warm, and occasionally goofy community and around its high quality grooming and supply services. Chickadee Seed & Feed is a sister store focused on backyard animal needs: wild birds, chickens, small livestock. I build two distinct but connected sites, and synchronized their look and feel with pre-existing social media.
- **National Book Review** — The two editors of the NBR wanted an online magazine they could easily update despite their limited technical expertise. I set it up as a blog, with automated sorting based on tags and categories, and set it to automatically update the **Twitter** account and **Facebook** page I created with new content. With the assumption that most visitors we coming to the site through a story link found on social, or via email, each post serves as a portal to other posts on the site. Site averages 3037 unique visitors per month.
- **Berklee Faculty Union** — Representing all faculty at the Berklee College of Music, the BFU needed a site to keep members up to date, and provide them with necessary **information** and **forms**, and to link to the pre-existing **Twitter** account. I uploaded all past meeting minutes into a **searchable blog**, making it easier for members to know what their union is doing on their behalf. Site averages 125 unique visitors per month. Created and linked a **Facebook** page, so members could keep track of BFU news and information in their timeline, as well. Facilitated survey of members via **SurveyMonkey**.
- **Allison Wright, Writer & Editor** — Already proficient at social media, she needed a website that could serve as a hub for her information. Created a pared-down site with clean lines and a minimal color scheme to match her style. Set up **TinyLetter** newsletter, **I Don't Hate It**, created its logo, and embedded registration on the site. Site averages 91 unique visitors per month.
- **Brian Henderson, Director of Photography** — Transformed all-text site into dynamic, easily adapted site with visual impact. Wrote content to tell his career story, and showcase his impressive skills. Site now averages 65 unique visitors a month.
- **Environment:** Squarespace, Facebook, Twitter, Instagram, SurveyMonkey, MailChimp, TinyLetter, Adobe Photoshop, LinkedIn, Dropbox, TweetDeck, Hootsuite

#USETHE19TH — 2012 – PRESENT

FOUNDER AND ADMINISTRATOR

I founded the **#UseThe19th** campaign to increase turnout of female voters in the 2012 midterms, with the 19th referring to the Nineteenth Amendment to the Constitution, which in 1920 barred restriction on voting based on gender.

- Enlisted well-known women with large Twitter followings to tweet on March 1st, the beginning of Women's History Month.
- On its launch day, the hashtag was a trending topic on **Twitter**.
- Campaign was featured on **MSNBC** (9:59), **Salon.com**, and **theAtlantic.com**
- Hashtag still used by the **League of Women Voters**, and other groups looking to increase the turnout of women voters
- Information still shared on the **#UseThe19th Facebook page**.
- **Environment:** Twitter, Facebook, Hootsuite

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PAR80, CAMBRIDGE, MA — 2012

SOCIAL MEDIA CONSULTANT

When Par80 was preparing to launch its online referral service for doctors, they wanted make a big splash on social media, without revealing what their product would actually be. The founders had a bold vision of Par80's voice: playful, witty, and slightly snarky with a David vs Goliath feel. Together with their founder, their public relations consultant, and their director of product, I put together a social media launch package that fit the bill.

- Coordinated postings on [Twitter](#), [Facebook](#), [LinkedIn](#), and [SlideShare](#), and their blog
- Relayed information about health care reform, and shared the personal experiences of doctors
- Established quirky online identity for firm's mascot, Vilfredo Pareto.
- Explored medical subculture on Twitter, using their hashtags to add Par80's voice to conversations when appropriate and helpful.
- **Environment:** Twitter, Facebook, Flickr, Google Analytics, SlideShare, Adobe Photoshop, LinkedIn, Dropbox, Hootsuite

EQUAL RIGHTS AMENDMENT FACEBOOK PAGE— 2008 – PRESENT

FOUNDER AND ADMINISTRATOR

I created the [Equal Rights Amendment Facebook page](#) in 2008 to get people talking about the ERA again, to help advocate for its passage, and to serve as a clearinghouse for information relating to legal gender equality.

- Built membership to over 30,000 fans
- Increased awareness of the continuing need for the Equal Rights Amendment through informative posts and sharable memes.
- Assist groups such as the [ERA Coalition](#) to publicize their events and campaigns
- Using desktop and mobile Facebook, monitor page for "troll" activity, and engage in occasional debates.
- **Environment:** Facebook, Adobe Photoshop, Hootsuite

TUPELO, CAMBRIDGE, MA — 2008 – 09

SOCIAL MEDIA MANAGER

While the restaurant, [Tupelo](#), was waiting to open, they needed to create some buzz. Adapting what I had learned working on the [Old Sturbridge Village Facebook page](#), I used Twitter to create a community of regulars before a single bowl of gumbo had been served. Searched Twitter for active local businesses, food bloggers, and community members, connected with them, and with their connections.

- Promoted other local businesses on the Tupelo feed to create goodwill and foster community.
- Created Facebook page to use as information hub before the website was built.
- Used Twitter and a Facebook to share information about the ongoing preparations, answer questions, and take suggestions.
- Built website to serve as hub for communications, and to share the planned menu
- Used enthusiasm built through Twitter to fill the restaurant with enthusiastic customers on opening night.
- Earned praise for my work in the [Boston Globe](#), and on Ryan Rose Weaver's blog, [We Tell Ourselves Stories in Order to Live](#).
- **Environment:** Twitter, Facebook, Adobe Dreamweaver, Adobe Photoshop, Google business listing for Maps and Search, TweetDeck, Hootsuite

OLD STURBRIDGE VILLAGE, STURBRIDGE, MA — 2008 – 09

SOCIAL MEDIA MANAGER AND CONSULTANT

In 2008, noting there was no fan page for [Old Sturbridge Village](#), I decided to create one. I had discovered an unmet need. Not only were dozens of people liking the page, they were posting information and sharing experiences.

- Enlisted one of the most active and knowledgeable fans as a co-admin, to make the page more useful.
- Connected with public relations office at OSV, who had noted increase in attendance, and frequent mention of Facebook
- Through coordination with PR department the page grew to over 2000 fans within a year.
- Built solid and lasting online community for OSV
- **Environment:** Facebook, Adobe Photoshop

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WRITING — 2007 - PRESENT

One of my joys in social media has been meeting people I wouldn't have otherwise met. Among those I now call friend are some magnificent writers. Because of them, I was lucky enough to get the opportunity to become a writer myself.

- **Dame Magazine** - 2016 — [Yes, Hillary's Nomination For President Really Is a Big Effin' Deal](#)
- **New York Times** - *Motherlode* - 2015 — [Katy Perry, Showing My Daughter That Breasts Can Be Fun](#)
- **David Aldrich** - 2012-2015 — Copyediting and formatting of short stories.
- **Rally for Women** - Boston City Hall Plaza, 2012 — As founder of the [#UseThe19th](#) campaign and [Equal Rights Amendment](#) Facebook page, gave speech on the importance of community building, informed legislating, and compromise in government at all levels.
- **Huffington Post** - 2010 — Guest blogger for [Rebecca Walker](#). Wrote [A Wonderful Surprise](#) about the history of out-of-wedlock pregnancy in my family, and how it affected each generation.
- **Offsprung.com** - 2007-2008 — Wrote [Matineer](#) blog at Neal Pollack's parenting website, reviewing and discussing films. Also participated widely in the online chat rooms that were integral to the site's sense of community.
- **Environment:** Microsoft Word, Google Docs, Ning blogging platform, Dropbox, Evernote

NEW ENGLAND INSTITUTE OF ART, BROOKLINE, MA — 2004 - 2008

INSTRUCTOR, COMPUTER SCIENCE

- Reinvented and taught Center for Professional Development's introductory two-day course in the use of Mac OS X
- Taught CSI101: Understanding Computer Technology, an introductory course in their bachelor's program.
- In-depth instruction on Microsoft Word, Excel, and PowerPoint, and introduction to Adobe Photoshop
- Assisted in creation of presentations using Microsoft PowerPoint and iMovie.
- Adapted CSI101, drawing on my experience as writer, comedian, and my work with adolescents
- Modified teaching to maintain interest of a students with a wide variety of experience and needs. Some needed quick instruction on how Mac OSX differed from Windows, others were just learning to copy and paste.
- **Environment:** Microsoft Office (Word, Excel & PowerPoint), Adobe Photoshop, Mac OS X, Microsoft Windows, iMovie, Dropbox

FREELANCE COMPUTER CONSULTATION — 2002 - PRESENT

INSTRUCTOR, TECHNICAL SUPPORT

- Through [Computers Dot Mom](#), provided computer instruction and technical support at a client's home or in rented classrooms.
- Provided computer instruction and technical support via [Priority Support](#) in a client's home or office.
- In the Boston area, I have contracted directly with clients to provide support and instruction — [McVinney & Co.](#), [City Limits Magazine](#), and [The National Arts Club](#) in New York, as well as individuals in the area — at their homes or offices.
- **Environment:** Mac OS X, Mac OS 9, Microsoft Windows, Microsoft Office (Word, Excel, PowerPoint), Adobe Photoshop, Verizon modem set-up, Comcast modem set-up, AOL, Microsoft Outlook Express, Mac Mail, Apple AirPort, Mac Time Machine, Apple Airport Time Capsule, Facebook, Twitter, Instagram, Squarespace, Quicken, Adobe/Macromedia Dreamweaver, Dropbox, TweetDeck, Hootsuite

NTELLIGENCE, INC., BROOKLYN, NY — 1999 - 2002

CONSULTANT: SYSTEMS DOCUMENTATION / SOFTWARE TRAINER

As the internet bubble inflated, companies were scrambling to upgrade their systems, document their improvements, and train their employees. Jim Vogel founded Ntelligence, Inc. to address this need, and brought me on to help when the demand became more than he could handle on his own.

- Systems documentation using Visio and Microsoft Office (Word & Excel) at *U.S. Clearing Corp.*
- Microsoft Outlook instruction at [Deloitte and Touche](#) as part of transition from previous email client.
- Mac OS X 10.2 & OS 9.2 classes at [TIAA-CREF](#)
- Co-created adaptable OS X 10.2 manual for use by companies in-house.

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- Taught AOL & Netscape email clients to Warner Bros., Mad Magazine, DC Comics, the Rosie O'Donnell Show, and other AOL Time Warner departments as part of their transition to using AOL for their in-house email.
- **Environment:** Visio, Microsoft Office (Word, Excel, and PowerPoint), Microsoft Office, Mac OS X, Mac OS 9, AOL, Netscape Mail, Adobe Photoshop

STAND-UP COMEDY, NEW YORK, NY — 1996 - 2003

Wanting to pursue a performing career while crafting my own scripts, I became a stand-up comedian. My experiences profoundly influenced my later writing, and made me pretty fearless when it comes to speaking in front of large groups of people.

- Performed at venues all over New York City, from the diviest to the most respected.
- Active in open-mike scene.
- Helped found the Night of a Thousand Jennifers, a group of comedians named Jennifer who held shows in various venues.
- Founding member of the Exhibitionists, a women's art salon.

RELATED EXPERIENCE

BROOKLINE ACCESS TELEVISION, BROOKLINE, MA — 2004 - 2010

CLERK, BOARD OF DIRECTORS

Our board was a strong guiding force for BATV, and extremely hands-on in our stewardship. I was delighted to be part of BATV's transition from a neglected, small, shabby afterthought to a large, centralized, education-based, and community-focused permanent space.

- Strengthened the connection between BATV and the New England Institute of Art.
- Brought prominent members of the community onto the Advisory Board.
- Helped to make the offices more comfortable and sophisticated.
- Worked to expand the organization's online presence and outreach, assuring it would have continued relevance regardless of what the future held for cable television.

JUNIOR NAVIGATORS, NEW YORK, NY — 2001 - 2003

FOUNDER AND COORDINATOR

The Junior Navigators, a group based in Harlem, NY for 7-10 year old girls and boys learning to explore their world, was created under the umbrella group the Navigators, as more inclusive alternative to the Cub Scouts. We focused on teaching the kids to become independent agents in a city that could seem overwhelming and intimidating.

- Developed curriculum and structure
- Traveled by public transportation to teach kids how to efficiently access their city, and visualize their role in it.
- Brought in prominent guests from exciting fields, including chef Rocco DiSpirito and comedians Liam McEneaney and Christian Finnegan.
- Fished in Central Park, visited museums, attended parades, and toured unique NYC workspaces, including ABC News.

UNITARIAN UNIVERSALIST UNITED NATIONS OFFICE, NEW YORK, NY — 2000 - 2002

ENVOY COORDINATOR / YOUTH COORDINATOR / INFORMATION TECHNOLOGY

- Updated information systems to improve communications with members and with the denomination
- Represented the UUUNO at the U.N.'s World Conference Against Racism in Durban, South Africa
- Delivered sermon, Weaving, in several U.S. cities to promote the work of the UUUNO
- Coordinated the youth portion of the annual, intergenerational Spring Seminar in 2001 & 2002
- **Environment:** Microsoft Access

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UNITARIAN CHURCH OF ALL SOULS, NEW YORK, NY — 1999-2002

YOUTH GROUP ADVISOR

My own church Youth Group, and my involvement with other Unitarian-Universalist activities for **Youth** when I was a teenager myself, had a profound impact on my development and later life. I was thrilled to have a chance to give back as a co-advisor of the Youth Group at **All Souls**.

- Facilitated weekly meetings of the Youth Group
- Provided emotional and logistical support to group members
- Attended conferences of Youth at other churches, providing support and

EDUCATION

EMERSON COLLEGE, BOSTON, MA

BFA IN THEATRE, 1994

Along with work on countless theatrical productions, I co-hosted the jazz show on WERS, and wrote and performed comedy sketches with the Swolen (sic) Monkey Showcase.

REFERENCES AVAILABLE UPON REQUEST