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## Communications & Marketing Officer

Magdalen Trela

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# Magdalen “Maggie” Trela

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## PROFESSIONAL SUMMARY

I’m a dependable editor and communicator with over 10 years of experience copy editing, writing, editing, and managing social media. I currently oversee communications & marketing for a preeminent research university library, and am a writer and editor for an online publication. I love to share stories that foster conversation and connection, and have excellent organizational skills, an enthusiastic attitude, and an entrepreneurial spirit.

## OBJECTIVE

I excel being part of a collaborative team producing meaningful, inspiring work, and am dedicated to providing an atmosphere that encourages learning, innovation, and positivity.

## SKILLS

Editing, writing, copy editing, project management, fundraising, event planning, social media, Microsoft suite, HTML, Salesforce, WordPress, avid reader & finder, sharp eye for detail, novice silversmith, and runner

## EDUCATION

Bachelor of Arts, English · Minor in Communications Studies · College of Charleston · 2008

## EXPERIENCE

*Communications & Marketing Officer · University of South Florida Libraries · February 2019-present*

- Plan and manage all communication projects and marketing campaigns designed to inform, persuade, and engage University and community groups regarding vision, philosophies, strategic plans, accomplishments, and needs of the University of South Florida Libraries system.
- Manage and create all social media, news, digital and print collateral, and publications.
- Coordinate with all Libraries departments to maintain consistency in messaging and web presence.
- Manage all print and digital signage in the Tampa Library’s physical building.
- Act as central clearing point for all Libraries communications to ensure consistent brand and identity.
- Evaluate and assess all projects and campaigns to ensure effectiveness.
- Assist Development in communication and marketing needs for successful fundraising and events.
- Collaborate with USF campus and media partners to write and promote stories.

*Editor and Writer · On Our Moon · November 2017-present*

- Edit site, newsletter, and Instagram content, giving feedback to contributing writers, reviewing final copy, and ensuring all voices on the site produce a cohesive narrative aligned with our mission.
- Author essays focusing on relatable issues using personal history that engages readers and inspires vulnerability, connection, and conversation.
- Summarize articles for Instagram captions, compelling followers to click through to website, engage in the content, and inspire readers to share.
- Pitch and help produce site, newsletter, and Instagram design and content, ensuring content is covering trends and news, and sharing stories and think pieces that are on brand, important, and interesting.

*Copyright & Permissions Specialist · NWEA · Portland, OR (working remotely) · May 2014-October 2018*

- Ensure quality and absence of plagiarism in highly visible educational assessments and company materials, specifically focusing on permissions, copyright, trademark, and rights of publicity.
- Quickly and efficiently research and review materials ensuring smooth transitions through the production process and a hard-deadline publication. Hunt down images and texts and find trustworthy sources.
- Collaborate effectively with subject matter experts, and Research and Product teams, to ensure quality content materials, citing any permissions issues or obstacles and bias and sensitivity.

# Magdalen “Maggie” Trela

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- Train contractors and review work, giving regular feedback. Review potential contractor writer profiles, looking for original, quality content.
- Assess media rights and usability, considering quality and internal guidelines, and format passages in HTML according to internal style guidelines.
- Write detailed documentation on procedures and stay up to date on legal use of materials.

## *Project Management, Executive Assistant · St. Augustine Distillery · St. Augustine, FL · October 2015-June 2017*

- Wore multiple hats in a start-up: proactively created office procedures and documentation, organized physical office space and tech to increase efficiency, hired and trained office admin staff, managed special projects, and tracked staff’s weekly tasks to stay on target for ever-changing needs and goals.
- Planned and managed new spirit releases in partnership with Marketing Director, overseeing reservation system and product release days, including scheduling and supporting staff, providing customer comfort, and working with neighboring businesses and city to guarantee smooth and successful operations.
- Provided administrative assistance to CEO and CFO, managing executive action items, meetings, and email, while also assisting office manager, finance associate, event planner, retail manager, brand ambassadors and distilling team as needed.
- Started successful barrel program, managing waitlist, reservations, and sales. Built relationships with Florida breweries, VIP customers, and coffee companies.
- Streamlined and improved hiring process by writing job descriptions and interview question. Reviewed resumes and interviewed potential new hires.
- Began project to determine customer base and built beginnings of membership and customer loyalty incentive programs.
- Organized annual planning and ran weekly, quarterly, and special project meetings.
- Started contract with and managed contacts in Salesforce; trained all levels of staff in utilizing software.

## *Item Publishing Specialist · NWEA · Portland, OR · October 2009-September 2013*

- Copyedited and formatted grade K-12 educational assessments, strictly adhering to internal style guides and The Chicago Manual of Style. HTML coded items, reviewed audio scripts and recordings, quality checked visual and multi-platform displays, ensured accessibility criteria, and collaborated with subject matter experts.
- Successfully led a variety of efforts including managing intern program, training contractors, and chairing company staff engagement committee focused on fun and volunteering.

## **VOLUNTEER & LEADERSHIP EXPERIENCE**

For the Girls · Co-Chair · St. Augustine Distillery · 2016

High School Internship Program · Intern Coordinator · NWEA · 2010-2013

Fun & Community Engagement Committee · Co-Chair · NWEA · 2010-2012

Bowl for Kids’ Sake · Co-Chair · Big Brothers Big Sisters @ NWEA · 2010-2011

A Gathering of Good · Auctioneer · Metropolitan Family Services · 2009-2013