

Tara Hubner

Geek. Grammar enthusiast. Lover of nature, news, and science.

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EXPERIENCE

Mount Saint Vincent, Denver — *Social Media Coordinator*

JANUARY 2015 - DECEMBER 2015

- Wrote, took photos, and shot video for multiple digital platforms including blogs, promotional material, email, website copy, and social media updates.
- Facilitated conversations and answered questions on social media.
- Gathered information and analyzed reports in order to make changes to digital strategy that best served the needs of Mount Saint Vincent.

Denver Museum of Nature & Science, Denver — *Digital Marketing Manager*

NOVEMBER 2012 - JANUARY 2015

- Wrote, implemented, and monitored fully integrated digital marketing plans that supported the goals and objectives of the Museum's advertising campaigns.
- Executed all digital communications, including but not limited to, email marketing, digital promotions, blogging, online media relations, social media, and mobile marketing.
- Identified, evaluated, recommended, and tested new digital media channels and opportunities that were inline with the Museum's goals and strategy.

Denver Museum of Nature & Science, Denver — *Web Coordinator*

JUNE 2008 - NOVEMBER 2012

- Ensured content for the Denver Museum of Nature & Science's website was created, maintained, and dynamic in order to attract repeat visits, promote marketing and communication priorities, drive results, and support the Museum's mission, vision, and values.
- Served as chief liaison and implementer for all the Museum's Web based communication projects, including email marketing, blogging, text marketing, mobile applications, and social media.
- Actively participated in all communications plan development by contributing Web based strategies and tactics that supported plan objectives.
- Served as copywriter for Web projects, including researching and writing all site content.
- Conducted ongoing secondary visitor research and analysis, and participated in the development of primary visitor research as required to better understand and anticipate website visitor needs.
- Worked collaboratively with graphic designers, web developers, and stakeholders to complete web based projects.

SKILLS

Photoshop

WordPress

Microsoft Office

MyEmma

Raiser's Edge Online Express

MailChimp

Survey Monkey

HTML

Photography

Video Editing

AWARDS

ADCD 2010 Annual Show

Gold Category Winner

Genghis Khan's Twitter

Account

2013 Webby Awards

Honoree in Social Media

Education & Discovery

Category

A Day in Pompeii

2014 Webby Awards

Honoree in Social Media

Experimental & Innovation

Category

Talk to a Plant

**KXRM (FOX), Colorado Springs — *Morning News*
*Producer***

JUNE 2007 - APRIL 2008

- Wrote and organized stories for a 3 hour morning newscast.
- Coordinated daily live shots.
- Constantly updated the ticker with up-to-the-minute news and information.
- Made last minute decisions regarding stories and their organization in order to keep the show on time.
- Prepared and organized guests for three daily guest segments.
- Listened to scanners and searched through press releases for today's news.

EDUCATION

University of Colorado, Boulder — *M.A. in Journalism*

AUGUST 2005 - MAY 2007

- Teaching assistant and web editor for NewsTeam Boulder

Southwestern University, Georgetown, TX — *B.A. in English, Communication Studies*

AUGUST 2000 - MAY 2004

- Dean's List 2001-2002, Sigma Tau Alpha (English Honor Society), SCAC All Conference Athlete, SCAC Academic Honor Roll, Women's Tennis Team Captain, The Debbie Ellis Writing Center