

Tara Hall

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Professional experience

- Graphic & web design
- Web marketing
- Content strategy
- Project management
- Search engine optimization
- Paid search
- Web analytics
- Web writing & editing
- Technical writing & editing

Employment

January 2014—present
Freelance designer, web copywriter, & digital strategist

March 2011—January 2013
Web marketing strategist
IBM Collaboration Solutions / Lotus Software division
IBM Corporation

March 2008—March 2011
Web producer
IBM Software Marketing / Rational Software division
IBM Corporation

May 2005—March 2008
Web content manager
developerWorks Lotus
IBM Corporation, Westford, MA

April 2002—May 2005
Web content developer
Lotus Developer Domain / developerWorks Lotus
IBM Corporation, Westford, MA

June 1998—April 2002
Senior user assistance writer
Lotus Software
IBM Corporation, Westford, MA

July 1997—June 1998
Writer / editor
Professional Development Group, Framingham, MA

Technical skills

- Adobe Creative Suite (CS3 and later)
- CSS
- HTML
- JavaScript/JQuery
- Lotus Notes and Domino
- Microsoft Office
- Wordpress

Education

Graphic and web design certificate
Boston University Center for Digital Imaging Arts
Waltham, MA

Master of Arts in English
New Mexico State University
Las Cruces, NM

Bachelor of Arts in English
Rhode Island College
Providence, RI

Websites I've worked on

<http://www.ibm.com/software/lotus>
<http://www.ibm.com/software/rational>
<http://www.developerworks.ibm.com/lotus>
