

# **ALICE DAER, PhD**

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## **Content Strategist, Writer, Researcher**

*Social Media | Audience Research*

### **QUALIFICATIONS SUMMARY**

Writer, researcher, and experience designer with 20 years' experience writing for the web. Specialize in creating engaging cross-platform interactive experiences rooted in a deep knowledge of internet culture.

Subject matter expertise: social media platforms and cultures; writing for the web; analysis and auditing; user research; online communities; Millennials and Generation Z; video games; user experience design; content curation; diversity in technology

### **EXPERIENCE**

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Quick Brown Fox Consulting, LLC, Tempe, Arizona (01/2018-present)

*Co-Founder and President*

- Co-founded a small business in the Phoenix metropolitan area that caters to academic writers across the globe

- Responsible for marketing, sales, consulting and strategy for business growth and development

- Consult with academic and business writing clients across Phoenix and the United States, offering services for writers working in all academic and business genres

- Lead workshops, develop online kits and courses, pitch services to clients, mentor writers through a variety of contexts

FindLaw, part of Thomson Reuters, Eagan, MN (fully remote employee) (05/16-10/17)

*Content Strategist*

- Consulted client stakeholders and internal partners to understand client business goals, brand differentiators, target audiences, tone, and voice

- Conducted content inventory of client assets, and used analytic tools to produce qualitative audit to provide content recommendations

- Based on content inventory, identified opportunities and proposed strategic solutions

- Delivered content creation plan for client initiatives, some examples including logical navigational architecture, social promotion, and content migration and management

- Responsible for content strategy at any point during the account lifecycle

- Researched, wrote and revised content that complied with internal best practices, industry standards and corporate policies

Ethology, Scottsdale, Arizona (10/15-03/16)

*Content Strategist, Jr.*

Supported clients and Ethology teams on content strategy initiatives

Analyzed and audited client websites; used findings to make recommendations

Assisted in the presentation and delivery of recommendations to internal team members and clients

Conducted industry and audience research as requested by clients

Strategized, guided, and collaborated with content creators

Interpreted analytics to find additional opportunities for content improvements

Partnered with UX team to assist with customer journey mapping, persona creation, A/B testing, user research, wireframing, sitemapping, etc.

Arizona State University, Tempe, Arizona (08/07-07/15)

*Assistant Professor in Rhetoric, Writing, and Literacies Program – English Dept.*

Taught digital media courses to undergraduates and graduate students. Formats included online and face-to-face; synchronously and asynchronously. Utilized variety of video, audio, mobile, and cloud-based software systems

Advisor to consumer brands, foundation grantees, and digital media entrepreneurs on best practices and implementations of new media tactics

Direct management and supervision of 22 Ph.D. students, 10 M.A. students, and 5 undergraduate honors theses across 5 departments; all but 5 of those students now employed in digital media professions

Published 15 articles on the topic of digital communication for academic and non-academic audiences. Research techniques included ethnographic field research (online and offline); textual and visual data analysis; and in-depth interviewing

Awarded the 2013-2015 ASU Centennial Professor Award, ASU's highest student-selected teaching honor, given to just 2 faculty annually, carrying a \$15,000 prize

Earned a \$10,000 award for directing a user study for Microsoft Research

Collaboratively designed and launched new undergraduate major in Writing, Rhetoric, and Literacy studies

Massachusetts Institute of Technology (MIT), Cambridge, Massachusetts (08/06-07/08)

*Postdoctoral Fellow and Research Faculty, Comparative Media Studies*

Included creating and teaching 2 digital media courses: Videogame Theory and Analysis and New Media Literacies. Consultant to Boston-based brands, grantees, and entrepreneurs on social technologies best practices and implementations, including these video game development studios: MIT Game Lab; Fablevision; Harmonix; The Education Arcade; Turbine Entertainment; Fire Hose Games.

## EDUCATION

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University of Wisconsin-Madison, English, Ph.D., 2006

*Rhetoric & Composition Studies | Education, Communication, & Technology*

University of Kansas, M.A., English Language, Literature, and Composition 2000

University of Kansas, B.A., Creative Writing, 1996

## PROFICIENCIES

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HTML/CSS/Wordpress

SEO and Analytics Familiarity, including Adobe Analytics

Facebook Business platform

Twitter API platforms, including Tweetdeck

Hootsuite

AP Style Manual