

DENISE SCAMMON

CONTACT

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 <https://www.linkedin.com/in/denisescammon/>

Auburn, Maine

PROFESSIONAL SKILLS

Media Relations, Story Proposals
Journalism, Editing, Storytelling
Copy editing AP Style
Social Media/ Digital
Sales & Marketing
Event Planning
Database Management
Adobe Suite, Graphic Design
Website management
Blogging, WordPress, SEO
Supervisory
Analytical & Strategic Thinking
Remote work
Audience Development

PERSONAL SKILLS

Reliable & Professional
Sociable
Organized
Time Management
Detail Oriented
Fast Learner / Lifelong Learner
Motivated
Innovative
Problem Solver
Creativity
Collaborative

LEADERSHIP

VICE CHAIR, former
L/A Arts, cultural nonprofit: market-
ing, development, event planning

HISTORIAN, DOCENT TRAINER
Woman's Literary Union: former
web, social media, fundraising, event
planning, grants, graphics

BOARD MEMBER, MENTOR, former
University of Southern Maine Alumni

WORK EXPERIENCE

DEVELOPMENT/MARKETING/GRAPHICS DIRECTOR

Franco Center Performing Arts & Events | November 2021--Present

MARKETING & PROGRAMS

Museum L-A (now Maine MILL) | April 2019--November 2021

OPERATIONS MANAGER/STAFF SUPERVISOR

Turner Publishing Inc. | January 2016--April 2019

EDITOR / JOURNALIST

Sun Journal | November 1999--January 2016

- **Writing, Editing, Design:** Print and digital product including newsletters, advertisements, press releases, website content. Deadline-driven news agency environment. Produce special themed newspaper sections. Hire freelancers for newspaper content; prepare their assignments; edit their submissions; manage budget. Interviewed college professors for series to show them as people of interest. Interviewed CEOs for business profiles published in special newspaper sections.
- **Social Media Manager/Webmaster/Public Relations:** Plan, post, edit, and respond to all SM posts across Facebook, Instagram, Twitter, and LinkedIn. Interpret analytics for improved ROI. Created new channels for special sections and Sun Spots column; gave public PowerPoint presentation on use of Twitter for business at Chamber luncheon
- **Supervise in-person staff and remote copy editors:** Managed staff work schedules, time off, reviews, and other human resource functions.
- **Sales:** Develop/manage digital sales, and accounts worth \$30K/month; Create revenue-producing products (digital ad program, new sponsored columns; newsfeed on publisher's website); maintain/train staff in use of customer/sales database; create onboarding package for new sales hires. Nurture client relationships.
- **Development:** Maintained communications w/prospective and current donors; created reports for executive director and bookkeeper. Wrote successful grants for capital campaign, general operating and program support. Illustrate value of donations with sponsor charts and benefits for each level.
- **Learning Tools:** Created many standard operating procedure manuals and how-to guides for readers, co-workers, and clients.
- **Educational Programs:** Coordinate and lead student programs and tours at a history museum and at a historic venue; created History Detectives webpage and slideshows for tour attendees / educators.

EDUCATION

BACHELOR OF ARTS in the ARTS & HUMANITIES

University of Southern Maine, Lewiston-Auburn College

Summa Cum Laude, 4.0 GPA, Distinguished Student Award