

Stacy Cox

Email: stacysmithcox@gmail.com | Phone: (765) 571-1478 | Website: <https://www.scoxworks.com/>

Results-oriented professional with success operating a community newspaper business and leading municipal communications and marketing departments. Seeking opportunities to leverage my diverse skill set and experience with an organization or company committed to excellence.

WORK EXPERIENCE

Marketing & Programming Manager ~ Petoskey District Library (Mich) ~ April 2023 to present

- Plan, schedule, and host adult library programming (topical presentations, weekly classes, community events)
- Maintain brand standards by designing posters, flyers, social media graphics, and other marketing material
- Provide event photography; write news releases; plan/create/manage social media content
- Create and produce weekly e-newsletter (5800 subscribers) and weekly email blast for library's film series
- Plan, layout, and produce quarterly print newsletter mailed to all homes and businesses in library's district
- Supervise all library staff on rotating basis with other management team members
- Manage scheduling of public and group reservations for several building meeting spaces

Freelance ~ April 2022 to April 2023

Providing on-location photography; photo editing; content creation for websites and social media; graphic design for brochures and other marketing material; developing historical newspaper/photo archive

Communications Director ~ Emmet County government (Petoskey) ~ Nov 2018 to March 2022

Internal Stakeholder Services - provided daily assistance to county administrator, department heads, park managers, court administrators, and other staff with their communications needs including:

- editing internal/external documents
- posting information/notices on website
- maintaining website meeting/event calendars
- writing/distributing news releases
- taking/editing photos
- making social media posts
- managing Communications Dept budget
- planning annual marketing for parks, events

Website Development & Maintenance - managed county's WordPress website, 7 subsites and employee intranet (HTML) for 20+ departments, 3 courts, 3 parks, EMS, regional airport, transit, and county fair by:

- writing copy; creating content, PDFs, graphics
- making PDFs, other files ADA-compliant
- optimizing layout, adding HTML/CSS elements
- designing forms/surveys, maintaining directories

Graphic Design - created artwork and developed all design elements from concept to finished product for various county projects, events, promotions, and websites including:

- brochures, maps, logos, forms, rack cards
- print/digital ads for newspapers & social media
- e-newsletters, landing pages, website elements
- marketing material, fact sheets, reports, PPTs

Public Engagement - responded to questions and inquiries from citizens, members of TV and print media, and representatives from businesses and organizations by phone, email, and social media platforms to:

- provide information on county services, county facilities, park events, local happenings
- facilitate media interviews and meetings with internal stakeholders
- coach and advise staff on best practices for handling media interviews and inquiries
- collaborate with local leaders on initiatives, fundraisers, and strategic planning meeting

Social Media - oversaw and answered messages on the county's 10 Facebook accounts as well as the county's Twitter, Instagram, LinkedIn, Google Business and Next Door accounts with work on:

- content development for promotional posts
- highlighting employee/county accomplishments
- creating/planning paid advertising campaigns
- reputation management, social listening

General Manager/Co-owner ~ The Banner newspaper ~ Knightstown, Ind. ~ April 1999 to Dec 2018

Web Developer/Designer - designed, updated content, and managed The Banner's website; generated a weekly full-color, online edition of the newspaper, archived from 2007 to 2018

Social Media Manager - developed Facebook account with followers twice the print subscriber base; also built-up Twitter and Instagram accounts to three times that of other similar news entities in our area

Reporter/Writer/Sports Editor/Photographer - covered local town council and school board meetings, community and school events, breaking news; researcher/writer of weekly genealogy column and two local history columns; later handled all sports coverage and design/layout of sports pages; 1 of 3 newspapers in the state to be awarded a Distinguished Media Service Award by the Indiana High School Athletic Association in 2018

Bookkeeper/Office Manager - handled all accounts receivable, accounts payable, general ledger, subscription database management, circulation and USPS periodicals mailing paperwork for weekly newspaper operation

TECHNICAL SKILLS

Website Design and Daily Website Management & Maintenance

- Coding with HTML5, CSS3, Javascript to build responsive websites, landing pages, templates, forms
- Design and code for HTML email marketing campaigns using Mailchimp and Constant Contact; build and manage subscriber database; monitor analytics
- Experience creating/managing several WordPress websites using traditional editor plus custom CSS, Gutenberg, Elementor, custom post types (CPT) and custom fields (ACF), shortcodes, popups, templates
- Strive to improve websites for SEO optimization, ADA-compliance, W3C standards

General Office, Software, Apps and Other Tech

Extensive use of Microsoft Office, Adobe Creative, and other programs, applications, and processes including:

- Word, Excel, PowerPoint, VS Code, Outlook
- InDesign, Dreamweaver, Photoshop, Illustrator, XD, Premier Pro/Rush, Acrobat Pro
- Google Workspace and Microsoft 365
- QuarkXpress desktop publishing
- Asana, Monday, Notion, Zoho, other cloud-based systems for project management and to work with a team
- Canva Pro and ChatGPT
- Slack, SharePoint, MS Teams

Content Creation

- Proficient in AP Style news writing, feature story writing, general reporting, proofreading, and copyediting
- Design and build advertisements for print publication, website, social media platforms or emails
- Produce newsletters, flyers, forms, brochures, specialty publications, direct mailings including postcards and other promotional material ready for print or web, from start to finish
- Photography skills including shooting live sports, breaking news, events, and features using DSLR camera with high-speed lens; years of experience in editing photos for various media platforms
- Experience using Facebook/Meta Business Suite and Google Business Profile Manager

EDUCATION & OTHER CERTIFICATIONS

Notary Public -- Commission good through April 2030

First Aid / CPR / AED -- Certification for adults and infants in July 2023 by the American Heart Association

MassBay Community College - Wellesley, Mass. -- Completed 30 credit hours, general studies

University of Iowa - Iowa City, Iowa -- Completed 45 credit hours towards BA

COMMUNITY INVOLVEMENT

President of the Shirley Historical Society (3 years) - researched and wrote historical features; planned and conducted meetings with 30-40 members; organized/planned annual town-wide events that included parade, contests, amusement rides, historical presentations, mud volleyball tournament, and helicopter rides