

DENA PRUETT

EXPERIENCE

UNIVERSITY OF ALABAMA AT BIRMINGHAM, Birmingham, AL

Credentialed Course Instructor, 2021 - 2023

- Taught English 101 and English 102 courses on rhetoric and composition.

Graduate Teaching Assistant, 2020 - 2021

Graduate Tutor, 2019 - 2021

Digital Marketing Intern, 2019 – 2021

- Taught English 101 and English 102 via Zoom.
- Tutored undergraduate and graduate students at the University Writing Center.
- Created content and promoted the UAB Department of English through social media channels, website, and e-news.

UNITED WAY OF RHODE ISLAND, Providence, RI

Director of Communications, 2017 – 2018

Project Manager, Digital Media Marketing, 2014 – 2017

- Served as chief UWRI storyteller.
- Created and ran editorial calendar across organization.
- Managed all paid advertising opportunities, including planning, message development, and budget.
- Trained staff content contributors.
- Wrote original copy and curated content for all major print and digital publications as well as social media.
- Helped spearhead web redesign.
- Developed and implemented strategies for increasing traffic and reach to UWRI digital channels.

CENTENARY COLLEGE OF LOUISIANA, Shreveport, LA

Director of Strategic Communication, 2013 – 2014

News and Feature Writer, 2011 – 2013

- Promoted the College through the news media and coordinated public relations efforts.
- Oversaw editorial calendar and development of major print publications and social media channels.
- Developed, drafted, and published original content for print, digital, and online publications to achieve college marketing goals in philanthropy, admission, and outreach efforts.
- Trained internal audiences for outreach efforts.
- Managed three-member team and multiple interns.

Philanthropy Writer & Development Assistant, 2008 – 2011

- Wrote donor solicitation appeals for print publications and correspondence.
- Conducted donor capacity research.

- Updated donor and alumni records in Banner.
- Maintained a daily log of all gifts to the College.
- Coordinated and planned alumni events.

LOUISIANA STATE HEALTH SCIENCES CENTER, Shreveport, LA

Editorial Consultant, 2006-2008

- Edited manuscripts, book chapters, and poster presentations.
- Drafted grant proposals.
- Served as research assistant for case studies and manuscripts.
- Coordinated writing and filing of Institutional Review Board studies.

EDUCATION

MISSISSIPPI UNIVERSITY FOR WOMEN, Columbus, MS

Master of Fine Arts in Creative Writing, Expected July 2024

UNIVERSITY OF ALABAMA AT BIRMINGHAM, Birmingham, AL

Master of Arts in English, 2021

LOUISIANA TECH UNIVERSITY, Ruston, LA

Graduate Certificate in Technical Writing & Communication, 2008

NORTHWESTERN STATE UNIVERSITY, Natchitoches, LA

Bachelor of Arts, English – Professional Writing, 2006

PORTFOLIO

www.denapruett.com

SKILLS

Content Marketing and Management
 Social Media Marketing and Strategy
 Digital Strategy
 Storytelling
 Branding & Identity
 Editing
 Copywriting
 Grant writing
 Event Planning

Newsletters
 Media Relations
 Banner Web
 Canvas
 Salesforce Marketing Cloud
 Sprout Social
 Buffer
 Hootsuite
 Google Analytics
 Basecamp
 Smartsheet

Slack
 WordPress
 WP Engine
 Expression Engine
 HTML
 CSS
 SEO
 Canva
 Adobe Creative Cloud
 Constant Contact
 Mailchimp