




# ELAINE C. BROUSSARD


Communications Manager and Digital Media Designer

## RELEVANT EXPERIENCE

 New Orleans, LA

 elainebroussard@gmail.com

 elainebroussard.com

 225-241-6676

## EDUCATION

### Master of Arts in Mass Communications

*University of Florida  
Online, 2018*

### Post-Baccalaureate Certificate in Digital Design

*Tulane University  
New Orleans, LA, 2014*

### Master of Arts in Teaching

*Louisiana State University  
Baton Rouge, LA, 2010*

### Bachelor of Arts in Journalism

*Northwestern State University  
Natchitoches, LA, 2006*

## SKILLS & EXPERTISE

- Copy writing
- Copy editing
- Desktop publishing
- HTML5
- CSS3
- Web accessibility
- Web governance
- Responsive web design
- Web content management
- Branding and logo design
- Video editing
- Email marketing
- Social media management
- Project management
- Adobe Creative Suite
- Microsoft Office Suite
- Associated Press Style

### Marketing and Communications Manager

(January 2019–Present)

*Tulane University Campus Health, New Orleans, LA*

- Leading team that provides marketing and communications support to all areas of Campus Health including the counseling center, health center, pharmacy and health promotion departments.
- Developing, implementing and evaluating marketing plans and content calendars.
- Creating marketing and communication collateral in a variety of formats including print materials, promotional items, videos, and content for web, email and social media.
- Managing external vendors and contractors.
- Recently lead website redesign and content overhaul project, to improve usability, information hierarchy, content quality, and accessibility. Completed in summer of 2022.

### Web Content Specialist

(November 2017–January 2019)

*Delgado Community College, New Orleans, LA*

- Lead college's remediation process to address Office of Civil Rights web accessibility noncompliance complaint.
- Rebuilt entire college website from the ground up. Improvements included a fresher, more modern design, mobile friendliness, content reorganization with improved semantic structures, removal of stale content, and improved web accessibility compliance.
- Managed web content management system user accounts; trained campus content editors in CMS use and web communication best practices.
- Served as chief web governance officer, reviewing and approving content submitted by campus users to ensure stylistic consistency and factual accuracy.
- Partnered with various campus departments to develop and/or improve their web content.
- Collaborated with colleagues to manage and create content for college's major social media channels.

### Desktop Publisher/Assistant Editor

(June 2015–October 2017)

*MasteryPrep, Baton Rouge, LA*

- Edited academic and marketing content for grammar, spelling, sentence structure, word choice and style.
- Designed and laid out ACT preparatory materials such as student workbooks, PowerPoints, teacher manuals and exit tickets.
- Collaborated with other design team members to develop brand schemes, logos, book covers, interior book templates, and web and email templates.
- Learned and applied agile development principles with fellow team members to improve planning and workflow efficiency.
- Lead usability testing initiative to improve company's new digital platform.

## OTHER EXPERIENCE

---

### ⊙ High School and Middle School English Teacher

(2011–2015)

*Various locations in Louisiana*

- Performed duties of a classroom teacher—student instruction and assessment, classroom management, disability accommodation, etc.—at a variety of schools.
  - *Central Middle School - Baton Rouge, LA (2015)*
  - *L.W. Higgins High School - Marrero, LA (2014)*
  - *Archbishop Rummell High School - Metairie, LA (2013–2014)*
  - *Belle Chasse High School - Belle Chasse, LA (2011–2013)*
  - *Westgate High School - New Iberia, LA (2011)*

### ⊙ Rental Application Advisor

(January 2008–February 2009)

*The Road Home Small Rental Property Program, Baton Rouge, LA*

- Generated and organized internal and external documents including loan summaries, commitment letters and amendment letters.
- Prepared “batches” of loan summaries for submission to the state Office of Community Development.
- Coordinated with managers, underwriters and quality review personnel to correct errors on documents.
- Created an electronic filing system to keep PDFs organized.
- Coordinated with IT personnel to report software “bugs” and errors.

### ⊙ Reporter, Copy Editor, Food Editor

(August 2006–March 2007)

*The Daily World, Opelousas, LA*

- Wrote feature and hard news stories on deadline.
- Compiled police blotters.
- Copy edited stories written by other reporters.
- Laid out and proofread pages.
- Planned, wrote for, edited and designed the weekly food section.

## REFERENCES

---

### **Alicia Czachowski, Director of Public Health Initiatives and Assessment (Former)**

*Tulane University*

Current role: Senior Executive Director, Alice Health Promotion at Columbia University in New York

315-430-8987

akc2155@cumc.columbia.edu

### **Leslie Salinero, Creative Services Coordinator**

*Delgado Community College*

504-671-5473

lsalin@dcc.edu

### **Jeff Garrett, Product Development Designer**

*MasteryPrep*

225-304-2333

jeff@masteryprep.com