

Jayne Dutra

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Former information architect and project manager with a strong arts and design background looking for opportunities to develop content marketing across multi-platform outlets for digital communication campaigns. Passionate about listening to customers, increasing community engagement and growing brand awareness. Motivated self-starter, quick learner and creative problem solver. Loves to work with teams.

Recent Marketing and Communications Experience

Chair of Content Committee and Board Member, Women’s Leadership Conference, Present.

The challenge: Develop the content program for the 2017 Southern Oregon Women’s Leadership Conference, focused on building connections across nonprofit, government and business communities.

- Design an online, modernized process and system for Speaker Calls and session proposals.
- Coordinate committee of 9 team members to create conference theme and topic tracks.
- Work with committee to perform evaluations for speaker submissions and keynote candidates.
- Update website with marketing content on speakers, bios, headshots and session abstracts.
- Partner with Marketing Committee for digital content collateral and attendee outreach.

Member, Marketing Committee, Oregon Nonprofit Leadership Conference, Present.

The challenge: Rebrand previous website and update for responsive design and conference registration.

- Work with owners to document the goals, expectations and requirements for site redesign.
- Perform an analysis and make content marketing recommendations for streamlined user interface and clean site information architecture mappings.
- Survey and select WordPress web template meeting the rebranding requirements.
- Build out the site framework and prepare it for content migration and rebranding.

Outreach and Communications Volunteer, Southern Oregon Land Conservancy, Spring 2016.

The challenge: Beef up social media campaigns and improve coordination across platforms.

- Assist on social media strategy across multi-channel platforms. Increase Twitter following.
- Set up Google Analytics and Quill Engage for reporting of communications data to measure effectivity of new strategies, identify new opportunities for engagement and plan course corrections where needed.
- Create promotional videos and presentations for land conservation campaigns.

Member, Marketing Committee, Women’s Invitational, Ashland New Plays Festival, Spring 2016.

The challenge: Add new social media outlets and tools to modernize marketing campaigns.

- Establish and run ANPF Twitter account. Coordinate digital content with Facebook and web site.
- Create digital graphics for online ANPF promotions used for branding development.

Intern, Digital Marketing Department, Center Theatre Group, Los Angeles, Spring 2014.

- Run Google Data Analytics analyses on CTG web pages for online marketing statistics reports.
- Assist on celebrity video shoots and opening night photo uploads to Instagram and other platforms.
- Document CTG public web site information architecture map for digital presence redesign planning.

California State University Fullerton, MFA Theatre Design Degree, Spring 2015, GPA 4.0

- Teaching Assistant and Research Assistant at California State University, Fullerton – 2012-2014.

Professional Information Architecture Experience

Information Architect, DAM Image System, General Mills Inc, 2015.

- Consulted on a comprehensive framework for GM’s new Digital Asset Management system, which handles brand image storage and retrieval for product placements online and in print.

Data Governance Manager for Content Architecture, LexisNexis, 2009-2012.

- Planned and executed a company-wide data governance program to improve quality across business content. Led projects to build relationships with 14 global business units and migrate their data sets.

Enterprise Information Architect, Office of CIO, Jet Propulsion Laboratory, NASA, 2002-2009.

- Formulated a multi-year EIA Strategic Plan including roadmaps, goals and tasks resulting in data standards that streamlined IT development for better customer satisfaction.
- Developed principles for excellence in information management to ensure high quality data from OCIO IT systems. Spoke frequently at national conferences and NASA meetings to evangelize new policies.

NASA Taxonomy Manager – Office of the OCIO, NASA, Washington DC, 2002-2008.

- Managed a multi-year task to deliver first-ever NASA Metadata Specification and Taxonomy.
- Designed communication plans for advancement of the new standards including regularly scheduled informational web sessions for 12 NASA Centers nationally. Presented at national industry conferences.

Enterprise Search Architect – NASA Engineering Network Team - OCIO, NASA, 2008-2009.

- Developed a customized information search architecture based on the needs of 12 NASA Field Centers including 80,000 employees engaged in space exploration across the United States.

Knowledge Navigation Project Manager, Office of the JPL CIO, Pasadena.

- Supervised team development of the original internal home page and intranet implemented as a NASA prototype. Managed operations for the first year, leading to widespread adoption.
- Responsible for site branding and user outreach campaigns, resulting in high customer satisfaction.

JPL Information Architecture and Web Publishing Team Lead.

- Design and production of many JPL and NASA internal and mission web sites.
- Partner with JPL and NASA Public Outreach depts. to shape the brand and reputation of the agency.
- Chair, JPL Web Developers – 2000-2002; Co-Chair, NASA Webmasters – 2000-2001, and 2002-2004.

Early work in ABC Network Television, News and Entertainment Broadcast Graphics.

- Senior Post Production Supervisor, ABC Entertainment On Air Promotions Graphics, LA.
 - Responsible for training affiliates on the use of marketing graphics in annual PR campaigns.
- Digital Graphics Producer, ABC News Interactive Educational Unit, New York City.
- Assistant Director, ABC News Graphics, on air presidential election coverage, New York City.

Education

- M.F.A. in Theatre Production and Design, Cal State Fullerton, 2015, GPA: 4.0
- B.A. in Graphic Design and Technical Theatre, Honors, Occidental College, Los Angeles, CA.

Technical Skills

Fluent in many IT, editing and graphic design software packages including Final Cut Pro, Adobe Creative Suite - Photoshop, Illustrator, and Premiere; HTML, CSS, WordPress, FileMaker Pro, MS Office Suite. Story teller.

Awards

- 2002 Employee Bonus Award for Outstanding Leadership in Internal Communications.
- 2008 NASA Honor Award, Outstanding Technical Leadership in the Development of the NASA Taxonomy.