

DARLENE ALU, M.A.

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OBJECTIVE:

To utilize and expand my communications, writing and marketing skills in a creative environment.

ACHIEVEMENTS:

WRITING & EDITING

- Conducted telephone interviews with assigned subjects; researched background information related to assigned topic; wrote 2,000-word feature articles for national publications for healthcare professionals.
- Wrote content of website for Valley Forge Military Academy and College (VFMAC), including marketing verbiage, as well as factual and human interest data.
- Wrote press releases, media alerts and news articles for VFMAC website and alumni magazine.
- Administered questionnaires and conducted interviews with faculty members, using collected data to write profiles for VFMAC website and newsletter.
- Wrote copy for VFMA&C website, brochures, e-newsletters, and view books.
- Wrote promotional e-mails to subscribers of news alert service.
- Wrote Web Policies and Procedures, Privacy Policy, and Copyright Notice for VFMAC.
- Developed and/or edited content for websites of varying subject matter on a freelance basis.
- Wrote and edited detailed, technical descriptions of software media for publication in trade book, CD-ROM and on-line service.
- Compiled file data and wrote summaries of finished cases for clients of investigative service; included chronology and description of work performed. Clients included law firms and insurance companies.

INTERNET, ONLINE & NEW MEDIA PROGRAMS

- Project managed redesign of ARAMARK Education intranet into content management system.
- Built Process Book for maintenance of the aramark.net intranet site.
- Project managed development, deployment and evolution of District Website Template, which provided ARAMARK clients with district-specific food service websites. Templates included nutritional information, menus, catering info, promotions, and other value-added materials.
- Designed and wrote User Manual for District Website Template. Developed Style Guidelines for food service directors to follow in maintaining their websites.
- Project managed the development and evolution of the VFMAC website, creating a dynamic, searchable, interactive e-commerce site serving 76% of school business.
- Performed search engine optimization.
- Developed website feedback methods for future enhancement leads and strategic initiatives.
- Created fresh, interesting content via audio/video streaming; document downloads; Flash presentations; searchable directory; site search engine; e-postcards; news alert service; photo galleries.

MARKETING & COMMUNICATIONS

- Increased usage of VFMAC site through web management and marketing campaigns, direct marketing, opt-in features, banner ads, database marketing, traditional advertisements, and search engine registration.
- Acted as technical support for food service managers learning District Website Template.
- Assisted in planning integrated marketing communication campaigns.
- Strengthened positioning and brand identification through development of interactive multimedia marketing mix (permission-based e-mail marketing, customized CD-ROMs, HTML postcards, banner ads, search engine placement, and traditional sales and support publications).
- Created banner ads, posters, brochures, viewbooks, flyers, and invitations.
- Developed, implemented and analyzed online marketing strategic initiatives.
- Assisted with event planning, promotion and implementation.
- Assisted in strategic planning and crisis management plan for VFMAC.
- Increased internal communication and employee relations with the creation of an intranet with interactive database forms, human resources information and forms, and employee newsletters.

- Enhanced internal communications through integration of internal and external messaging regarding major news, media relations around company best practices, and unique employee achievements.
- Organized brainstorming sessions and collaborated with constituencies represented on website, providing demonstration of functions and features of new website.

EDUCATION

- Taught Developmental Reading & Study Skills to college freshmen; emphasis was on comprehension skills, study skills and vocabulary development.
- Conducted in-depth training of District Website Template to food service managers and marketing professionals.

EMPLOYMENT HISTORY:

FREELANCE WRITER, June 2002 – Present
NEWS-Line Communications, Inc., King of Prussia, PA

WEB ANALYST, Oct 2004 – Aug 2007
ARAMARK Corp., Philadelphia, PA

WEBSITE MANAGER, June 2000 – Oct 2004
Valley Forge Military Academy & College, Wayne, PA

ADJUNCT INSTRUCTOR, Sept 2003 – May 2004
Delaware County Community College, Media, PA

FREELANCE CONTENT EDITOR, Oct 2000 - May 2002
Internet Business Solutions, Wayne, PA

ALUMNI RELATIONS WEB DESIGNER/GRADUATE ASSISTANT, Aug 1998 - June 2000
Rider University, Lawrenceville, NJ

DEPARTMENT EDITOR, Mar 1994 - May 1998
Data Sources, Mount Laurel, NJ

EDUCATION:

- M.A. in Reading/Language Arts Education, Rider University
- B.A. in English, Rutgers University
- B.A. in Communicative Disorders, West Chester University
- Classes taken in Flash, Dreamweaver, Photoshop, SQL Server

TECHNICAL SKILLS:

ACT! for Notes	Lotus 1-2-3	MS Publisher
Adobe Acrobat & Reader	Lotus Notes	MS CMS
Adobe Photoshop	Lotus Pres. Graphics	MS Visio
ASP	Lotus WordPro	Mozilla Firefox
Corel Photo-Paint	Macromedia Dreamweaver	Netscape Communicator
Corel WordPerfect	Macromedia Flash	PHP
CuteFTP Home & Pro	MS FrontPage	SQL Server
Ektron CMS400	MS Internet Explorer	SWiSH
HTML	MS Office	TextPad
JavaScript	MS Project	WS_FTP

AWARDS:

- 2006 All-Star Award, ARAMARK Education Coaching for Results
- Golden Web Award by International Association of Webmasters and Designers (IAWMD) for VFMA&C site.
- VFMA&C site selected as "Web Site of the Month" by U.S. Polo Association in April, 2001
- e-Postcard function of VFMA&C site featured in Virtual Postcard Exchange
- VFMA&C site was voted 5th best school website of over 500 sites reviewed

PAST & PRESENT MEMBERSHIPS:

- Association for Women in Communications (AWC)
- Web Design and Developers Association (WDDA)
- Webgrrls International
- National Council for Teachers of English (NCTE)
- College and University Public Relations Association of Pennsylvania (CUPRAP)
- Council for Advancement and Support of Education (CASE)
- International Reading Association