

CHRISTINA SPONSELLI

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PROFILE

Develop and execute strategic vision using social media channels to build relationships with prospective students, students, alumni, donors, and friends.

Design and manage online communities to support the company's business objectives of obtaining and maintaining fresh data.

Create long-term online strategies, including using social media for cross-channel marketing, developing registration promotions, customer service, and creating new community functionality.

Work with IT staff to map data synchronization between vendors and campus.

Manage user acceptance testing between campus offline database and vendor applications

Domains of experience: social media, Twitter, Facebook, Flickr, Foursquare, online communities, technology, healthcare, higher ed

EXPERIENCE

Social Media Director, University of California, Berkeley, Berkeley, CA **2001-Present**

- Launched UC Berkeley's entrance into social media on Twitter, Foursquare, and Facebook. Maintained relationships with vendors and campus partners.
- Developed requirements documents based on business needs and user investigations and developed a short-term and long-term business strategy for using social media and for the alumni network.
- Responsible for developing, launching, and managing the online network for alums of U.C. Berkeley and for the U.C. Berkeley Foundation.
- Leading web development of enhancements and new modules on database-driven site, including message boards, directories, fundraising tools, and email broadcast tool. This included multiple points of synchronization between sites and in-house database.
- Manage develop teams, including project management and running user testing on prototypes.
- Analyzing metrics for measuring and monitor activity in social networks, especially Twitter and FaceBook.
- Development and implementation of community policies.

Content Manager, KPMG Consulting, San Francisco, CA **2000-2001**

- Responsible for developing online publishing strategies and processes on schedule and within budget for international and domestic clients.
- Worked on business plans and presentations.
- Conducted editorial and voice discovery sessions. Managed editorial process.
- Developed editorial calendars. Wrote and edited interface copy, marketing collateral, business proposals, and voice and editorial style guides.
- Managed content team and contractors. Developed network of contractors.
- Developed Web portals and wireless prototypes, unified online support interfaces, conducted user investigations, and established governance

Editorial Manager, Decide.com, San Jose, CA **1999-2000**

- Managed editorial process for content production; hired and managed staff and contractors.
- Responsible for pre-launch interface copy, and pre-and post-launch editorial content, including original articles and features, for telecommunications e-commerce site. Managed review process for more than 30 phones.
- Responsible for licensing third-party content.

- Developed site's editorial direction, including tone, information architecture, and story ideas. Wrote features and email newsletters.
- Collaborated with art team on page design and functionality. Worked as art director during photo shoots.

Web Producer, Metro States Media, Sunnyvale, CA

1991-1999

- Responsible for the content, design, usability, and marketing of NurseWeek|HealthWeek's website.
- Worked as project manager and implemented online education courses and email job alerts.
- Responsible for planning and executing strategic goals, including developing revenue streams.
- Conducted interviews with notable personalities, including Tipper Gore, C. Everett Koop, and Donna Shalala.
- Finalist for 1996 Maggie Award for Best Web Site.

Researcher, Parenting magazine, San Francisco, CA

1991

- Fact-checked stories and proofread copy.
- Researched story ideas for editors.

Editorial Assistant, Health magazine, Sausalito, CA

1986-1989

- Managed Clippings department.
- Negotiated licensing contracts for articles and artwork.
- Managed contracts with writers, illustrators, and photographers.
- Established advertising trade with National Public Radio
- Organized Gallup polls on medical ethics and on the American family diet.

EDUCATION

Emerson College, Boston, MA

Bachelor of Science in Mass Communications