

CHRISTINA SPONSELLI

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PROFESSIONAL EXPERIENCE

2001–Present University of California, Berkeley Berkeley, CA

Web Community Manager

- Responsible for developing, launching, and managing the online community for alums of U.C. Berkeley and for the U.C. Berkeley Foundation. Developed requirements document based on business needs and user investigations and assisted in development of a business strategy plan.
- Developing long-term strategies for creative use of technology, including social networking, web conferencing, and message boards.
- Designing and managing social architecture of community, including producing live events online and managing message boards.
- Leading web development of enhancements and new modules on database-driven site, including message boards, directories, fundraising tools, and email broadcast tool.
- Developing and using metrics for measuring activity in the community and in the email broadcast tools. Exceeded business objective for community registration.
- Development and implementation of community policies.

2000–2001 KPMG Consulting San Francisco, CA

Content Manager

- 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 models.

1999–2000 Decide.com San Jose, CA

Editorial Manager

- 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 ecommerce 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.

- Developed production process using Broadvision and Oracle databases.
- Collaborated with art team on page design and functionality. Worked as art director during photo shoots.

1996-1999 Metro States Media San Jose, CA

Web Producer

- 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.
- Built partnerships with other sites.
- Finalist for 1996 Maggie Award for Best Web Site.

1991-1996 Metro States Media San Jose, CA

Senior Editor

- Liaison to editorial advisory board.
- Wrote, edited, and assigned features and news stories.
- Conducted interviews with notable personalities, including Tipper Gore, C. Everett Koop, and Donna Shalala.
- Finalist for 1996 Maggie Award.

1991 Parenting magazine San Francisco, CA

Researcher

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

1986-1989 Health magazine (formerly Hippocrates) Sausalito, CA

Editorial Assistant

- 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.
- Researched story ideas using Nexis.

1986 Whole Earth Catalog Sausalito, CA

Editorial Assistant

- Fact-checked and proofread copy.

1984 Mother Jones magazine San Francisco, CA

Editorial Researcher

- Fact-checked and proofread copy.
- Researched story ideas.
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EDUCATION

Emerson College
Bachelor of Science in Mass Communications

Boston, MA

Bowling Green State University
Course work in journalism and visual communications technology

Bowling Green, OH

SOFTWARE EXPERTISE

Macromedia Dreamweaver MX	Adobe Photoshop
Macromedia Fireworks	Filemaker Pro
WebEx Web Conferencing	Microsoft Project
Filemaker Pro	Microsoft Office Suite