

# Steve Kellman

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## Expertise

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**Web design and development, search engine marketing and optimization** – Design, build and update websites for local, regional and national clients; optimize sites for accessibility, responsive design and high search engine rankings; run social media and email marketing campaigns; track industry developments via conferences, seminars and publications; expert in HTML, CSS and the Cascade Server and WordPress content management systems and WCAG accessibility requirements, familiar with JavaScript, PHP, XML and XSLT

**Writing and editing** – Winner of numerous awards for investigative and local news reporting and spot news coverage; adept at news, feature and technical writing, and editing copy for spelling, punctuation, grammar and style; author of hundreds of articles for local and regional newspapers and magazines as well as national design magazines and trade publications

**Computer expertise** – Proficient in Adobe and Microsoft Office software and many other computer programs as well as macOS, iOS and Windows operating systems; familiar with the Swift programming language, SwiftUI and the Xcode integrated development environment

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## Employment

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**Coordinator of Web Content and Online Strategies,** *January 2011–present*

Northwestern Michigan College, Traverse City, Mich.

Coordinate, organize and update content for the public websites of NMC, WNMC 90.7 Community Radio and the Dennon Museum Center; train staff on maintaining site sections via the Cascade Server content management system (CMS); perform accessibility improvements and search engine optimization; work on search and email marketing campaigns; and help coordinate content with NMC's social media channels on Facebook, Instagram, LinkedIn, Twitter and YouTube.

Initiated and coordinated major redesigns of the NMC and WNMC sites in 2015 and the Dennon site in 2016, moving them to a responsive design framework to perform better on smartphones, tablets and desktop computers

**Adjunct Instructor, Northwestern Michigan College – Traverse City, Mich.** *January 2010–February 2020*

Taught courses on computer and Internet basics, HTML, CSS and XHTML programming, and Adobe InDesign

**Corporate Trainer, NMC Training Services – Traverse City, Mich.** *January 2017–August 2018*

Developed custom training solutions and conducted on-site training sessions for local businesses through NMC Training Services (now part of the Michigan Manufacturing Technology Center). Taught Adobe Acrobat and electronic form creation to county government staff, Adobe InDesign and page layout to the local marketing department of a global manufacturer, and basic, intermediate and expert Microsoft Excel courses to the regional subsidiary of an international food production company

**Web Developer, BrightBridge Studios, Traverse City, Mich.** *May 2009–present*

Design and build dynamic websites and perform keyword research and search engine optimization

**Reporter, Circle of Blue – Traverse City, Mich.**

**September 2009–May 2011**

Reported on and wrote about the global freshwater crisis for this affiliate of the Pacific Institute

**Communications Specialist, Corbin Design, Traverse City, Mich.**

**September 1999–May 2009**

Wrote and edited copy for the firm's wayfinding, graphic design, print media and digital projects; built client websites; developed and maintained the firm's website, marketing materials and client presentations; ran search engine marketing campaigns; and promoted the business globally through news releases and magazine articles

**Copy Editor, Traverse City Record-Eagle, Traverse City, Mich.**

**February 1998–August 1999**

Edited stories, wrote headlines, selected and assigned wire stories and photos to pages, designed and laid out pages including front pages and feature covers, checked page proofs for accuracy before printing, and updated the newspaper's website daily

**Staff Writer, Traverse City Record-Eagle, Traverse City, Mich.**

**June 1994–February 1998**

Covered oil and gas development, Native American affairs and tribal gaming, growth and urban sprawl, and county and township government, while writing breaking news, investigative and feature stories

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**Freelance**

**Traverse Internet, Traverse City, Mich.**

**February–May 1999**

Worked on more than a dozen commercial websites; designing and redesigning them, adding pages and graphics, and recoding sites to make them load faster and rank higher on search engines

**Campbell-Ewald Advertising / C-E Communications, Warren, Mich.**

**February–May 1999**

Wrote stories for international and domestic General Motors publications on Y2K compliance in overseas offices, new dealer contracts and other topics

**Michigan Electric Cooperatives / Country Lines Magazine, Okemos, Mich.**

**1998–2001**

Wrote a story on deregulation of the natural gas supply industry and a feature on an old-fashioned sawmill, served as a judge in the association's annual magazine contest for member cooperatives

**Munson Healthcare / Munson Medical Center, Traverse City, Mich.**

**1998–2001, 2009–2010**

Wrote stories for a special insert into Physicians Practice magazine as well as local stories on a multidisciplinary health program for recovering heart attack patients, an outreach program for expectant mothers, a Hospitality House fundraising drive and other health-related topics. Developed content and code for Munson website sections including Occupational Health & Medicine, Spine and Nerve Pain Treatment Center and Vascular Services

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**Education**

**Bachelor of the Arts, Colgate University, Hamilton, N.Y.**

**1981–1985**

Major in English, minor in Psychology, member of the Fall 1983 London English Study Group

**References and portfolio available upon request**