

Sandra Lillian Alagona

salagona@gmail.com

http://salagona.com

PROFESSIONAL PROFILE

Communications professional with excellent interpersonal skills and over fifteen years' experience implementing the art of effective communication and writing.

- Particular strengths in publication and website design, and content management expertise, as well as social media and related analytics.
- Additional experience in classroom and online community settings provides a foundation for research and analytical skills, team-building, and project management.
- Known for identifying communication needs, formulating practical solutions to meet those needs, and for having excellent organizational skills and interpersonal communication at all levels of an organization.
- Published author with numerous conference presentations, who successfully teaches others how to communicate effectively and utilize a variety of print and online communication tools for their needs.
- Education for Ministry graduate.
- B.A., M.A., and Ph.D. in English.

KEY SKILLS

SOFTWARE and TECHNOLOGY

- Expert in the use of Microsoft Office Suite, including Microsoft Word, Publisher, and Excel, and G Suite Google Apps
- Proficient with Adobe Creative Suite software including Adobe Acrobat, InDesign, and Photoshop
- Windows operating system expert through Windows 10; comfortable in Mac operating system environments as well.
- Technologically savvy with an aptitude for learning new software

SOCIAL MEDIA

- Expert using Facebook, Twitter, Google+, YouTube, and a variety of blogging tools including WordPress, Blogger, and LiveJournal
- Proficient using Buffer, Hootsuite, and TweetDeck for social media content management and analytics as well as Google Analytics for websites
- Expert using MailChimp e-marketing tools and SurveyMonkey survey creation and analysis tools
- Facility for learning new social media platforms

WEBSITE DEVELOPMENT

- Equally comfortable directing second-party designers and freelance contractors on layout, navigation, and code creation on a first- or second-party website creation system, as I am choosing hosting, domain name, and designing websites from scratch myself

- Expert at identifying and choosing website content, coordinating and overseeing content creation by others including dedicated writers and occasional contributors

WRITING/PRESENTING

- Published several articles and book reviews in professional journals, and three encyclopedia entries in an anthology published with a major academic press, 1999-2013
- Presented numerous papers on literature, literary history, and analysis at various professional conferences, 1999-2017
- Expert at facilitating workshops and giving presentations including those with multimedia elements to domestic and international groups of any size, and writing and presenting reports to leadership groups

PROJECT MANAGEMENT

- Excellent team leader with the ability to listen and synthesize ideas from team members, encouraging their work by focusing on their successes first before offering constructive feedback to further encourage their growth
- Conscientious project planner and researcher, ensuring projects remain within budget and are cost effective for the organization
- Attentive to deadlines, managing team members with encouragement to be mindful of adhering to draft targets, being receptive to any concerns they may raise about their ability to meet individual and collective deadlines

LANGUAGES

- Spanish – speak fluently, read and write with high proficiency
- Italian – reading knowledge

COMMUNICATIONS ACTIVITIES

- Episcopal Diocese of San Diego, 2015-2016
 - Diocesan Communications Committee Member
 - Assisted the communications director in assessing the effectiveness of diocesan communications tools: website, social media, e-newsletters, and diocesan magazine (2015)
 - Facilitated focus groups of lay and clergy in assessing diocesan communication tools (2015)
 - Reconciled data from surveys and focus groups to collaborate in drafting a communications report for Diocesan Convention on the committee's findings (2015)
 - Advised the communications director on action items for the 2016 diocesan communications strategy derived from the committee's 2015 research and report (2016)
 - Re-designed and re-organized the diocesan website – the communication tool most in need of improvement (2015-2016)
- GuildMag, 2013-present
 - Content Manager (October 2014-present) for this website with a global audience of 20K monthly viewers targeting the worldwide community of the massively multi-player online game franchise, *Guild Wars*
 - Oversee the creation and publication of website and magazine content including editorial and news blog posts, podcast, and livestream web shows
 - Responsible for all facets of social media engagement in coordination with the site administrator
 - Co-lead an international team of 15 writers and editors for the timely production of blog posts, digital magazines, and an annual print magazine

- Writer, December 2013-present
- Episcopal Church of the Good Shepherd, Hemet, CA, 2011-2014
 - Communications team chair, coordinating all facets of digital, print, and social media communication
 - Editor, *Shepherd's Voice* newsletter
 - Website redesign project manager, 2013-2014
- Immeritus, 2005-2009
 - Moderator of multiple discussion forums (2005-2009) of this online community that began as a literary discussion website
 - Created writing contests and coordinated the creation of fiction and poetry writers' workshops within the community
 - Served as editor for several writers within the community, offering content development feedback as well as copyediting for grammar and expression
 - Newsletter editor (located on Livejournal), 2006-2008
- La Sierra University, Distance Learning program
 - Designed and maintained department's website, 1999-2002
 - WebCT learning management system administrator and trainer for faculty and students, 2000-2002
- La Sierra University, English and Communication department
 - Designed and maintained department's website, 1997-2000
 - Editor, *Book of Knowledge*, department's undergraduate and graduate student guide, 1998-2001

PROFESSIONAL EXPERIENCE

Daily, effective communication has been at the heart of each of these positions. My approach to communication via teaching, writing, and editing is to present well-founded ideas in clear, precise language. I am proficient with the MLA Style Manual, and am equally comfortable with Associated Press, APA Style and the Chicago Manual of Style.

Episcopal Church of the Good Shepherd, Hemet, CA

2014 – present

Communications Director

Responsible for creating all facets of digital, print, and social media communication and assisting the rector in handling all daily church business, plus monitoring and updating online presence of the parish on The Episcopal Church's communications outlets

Indiana Wesleyan University

2012 – present

Online Adjunct Faculty, English

Facilitate the learning of effective communication through the development of written assignments, mixed- and multimedia-presentations

Hemet, CA

2011 – present

Freelance Web Developer

Develop HTML and WordPress websites for individuals, groups, and organizations of various size

Hemet, CA	2005 – present
Freelance Editor and Writing Consultant	
Writing consultant and editor for undergraduate and graduate university students	
Everest University Online	2012 – 2014
Senior Online Adjunct Instructor, English	
Facilitated the learning of effective communication through the development of written assignments, mixed- and multimedia-presentations	
Smarthinking, Inc.	2011 – 2012
Online Writing Tutor	
Served first-year undergraduate and graduate university students in writing, advanced composition, research writing and analysis, by providing content and editing feedback to help them improve their written essays.	
Mt. San Antonio College, Walnut, CA	1999 – 2005
Adjunct Professor of English	
Facilitated the learning of effective communication through the development of written assignments and oral presentations	
Riverside Community College, Riverside, CA; Norco, CA	1999 – 2000
Adjunct Professor of English	
Work Force Preparation Instructor	
Facilitated the learning of effective communication through the development of written assignments and oral presentations, and the use of computer software to create documents in response to online job searches	
La Sierra University, Riverside, CA	1997 – 2002
Adjunct Instructor of English	
Teaching Assistant in English	
Assistant to the Coordinator, Distance Learning	1999 – 2002
Administrative Assistant, English and Communication	1997 – 2000
Facilitated the learning of effective communication through the development of written assignments and oral presentations	
Designed and maintained websites; coordinated the creation of print and online communications strategies in conjunction with department heads; monitored and responded to all inter- and intradepartmental verbal and electronic communication queries; assisted department heads in budget and project management	

EDUCATION

Claremont Graduate University, Claremont, CA	2010
Ph.D. in English	
La Sierra University, Riverside, CA	1998
M.A. in English	

PROFESSIONAL ORGANIZATIONS

- Episcopal Communicators, Member
- National Communications Association, Member
- Modern Languages Association, Member
- Popular Culture Association, Member

References available upon request