

# JESSICA BAKER

COPY EDITOR &  
QA ANALYST

## OBJECTIVE

As a values-motivated professional with hybrid know-how, I seek to work for companies determined to make a positive impact on the world and innovate in their industry.

## CONTACT ME

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## PROFESSIONAL EXPERIENCE

### Associate Director, Quality Assurance

RAPP | September 2015–January 2020; August 2020–March 2022

- As lead on the agency's most lucrative client and a major financial services institution, I managed copy editor, QA analyst, and freelancer teams
- Performed manual testing to remove barriers between consumers and the experiences designed for them: Verified HTML, cross-browser rendering, and functionality of consumer-facing email, direct mail, and microsites
- Copy edited thought leadership and award-winning multi-platform marketing materials
- Audited content for ADA compliance and implemented accessibility standards; co-created "Inclusive Practices for Fierce Work" guide

### QA Specialist

The Many | January–March 2020

- While the agency sought its first in-house proofreader, I applied my unique expertise to develop a brand-new role, QA Specialist
- Created an editorial style guide to bring cohesiveness and authority to the agency's voice
- Proofread new business pitches, presentation decks, OOH advertisements, news articles, and social posts across several verticals
- Updated client web pages via CMS

### Proofreader/Transcriber

Freelance | July 2013–December 2018

- In close consultation with clients, copy edited website content for charity organizations, artists, and startups
- Proofread a variety of genres including memoirs, op-ed articles, children's nonfiction, and self-help lectures
- Transcribed interviews for an entertainment radio show and for the book *Empower: How to Co-Create the Future*

### Digital Media Coordinator

Guggenheim Museum | January–August 2015

- Wrote over 100 catalog summaries (and audited over 200) for publication on the Guggenheim app
- Reviewed audio tour transcripts for accuracy in five languages, adhering to each language's style rules
- Proofread web content, catalogs, and exhibition wall text
- Collected data to smoothly transition from Flurry to Google Analytics

### Publications Assistant

Rubin Museum of Art | September 2012–August 2015

- Acquired reproduction rights for over 900 high-resolution images from international museums and collectors for use in exhibition catalogs
- Registered publications with the Library of Congress
- Managed art collection within databases and Google Art Project
- Archived exhibition labels and collected scholarly writing on collection of over 3,200 objects

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## ACADEMIC HISTORY

### The College of New Jersey

B.A. English & Art History | Italian Minor

Graduated *cum laude*. Publicist, literary magazine. Member, Sigma Tau Delta English Honor Society; presenter/chair at two international conventions. Studied Art History and Italian abroad at The American University of Rome.

## VOLUNTEER

### Animal Care Volunteer, Happy Hen

2021–2022

Assisted with animal care and property upkeep at one of California's largest animal sanctuaries, which has saved over 1200 abused/abandoned animals.

### Editor, Self Love Magic

2019–2020

Wrote and edited articles for a startup that defines itself as a healing hub in the self-love space. Provided website QA and social media copy editing.

### Quality Control Volunteer, Rise Stronger

2017–2018

Collaborated on QC of crowdsourced information to help community coordination efforts via The People's Calendar.

### Digital Volunteer, Smithsonian Transcription Center

2013–2014

Ensured preservation of field notebooks, artists' journals, and other historical documents, including a dictionary of Native American vocabularies.

### Art Gallery Volunteer, Chapel of Sacred Mirrors

2013

Assisted installation artists in setup. Provided support during lectures and special events hosted by visionary artists Alex and Allyson Grey.

## SKILLS

### Computer

Litmus • CMS platforms (e.g., Umbraco) • Jira • HTML • TMS • PastPerfect • Google Analytics • Flurry • Autour • Mail Chimp • Raiser's Edge • InqScribe

### Language

English (Native) • Italian (Fluent) • Dutch (A2)

### Professional Training

Accessibility QA Testing, Deque University (2021) • ACES Conference attendee (2019) • Leadership Choice Training (2017)