



# Heather Ellefson

Aka Heather Vee. Web designer, freelance writer, and former administrative professional with nearly 20 years of practical experience looking to apply passion and skills to meaningful, collaborative projects.

## CONTACT



Location  
Tucson, Arizona



Web  
heather@mediaoscura.com  
www.mediaoscura.com/resume

## SKILLS

Exceptional communication

Writing and editing

Web design and SEO

Administrative duties: bookkeeping,  
accounting, human resources

Project management

Type 70 wpm

Marketing strategy

Adobe Creative Suite, Canva, Pixlr,  
WordPress, Squarespace, Google  
Workplace, Microsoft Office Suite,  
OpenOffice, Scrivener, Audacity

## EDUCATION

1998-1999

Coursework in English,  
Communications, and History.

North Carolina State University

## EXPERIENCE

2019–Present

Media Oscura | Tucson, Arizona

### OWNER & WEB DESIGNER

As sole owner and operator, have brought over 40 projects to fruition, building a loyal clientele of repeat customers and drawing new ones largely from word-of-mouth. Design portfolio includes a diverse mix of professionals and community organizations, award-winning authors and entertainers, and other creators and makers that now have an online presence reflective of their values and aesthetic. Services include marketing and administrative work to reinforce each client's brand, including writing newsletters and website copy, creating a consistent aesthetic between website and social media profiles, and creating graphics for related digital and physical material as needed.

2020–Present

Phyllis Currott | Riverhead, New York

### WEB ADMINISTRATOR & SOCIAL MEDIA DIRECTOR

Conceptualized and designed phylliscurott.com, integrating MailChimp, Calendly, and Patreon and creating a highly organized space for promotion and services resulting in an increased online profile that has drawn more publicity and PR opportunities for my client. Design multiple social media campaigns, newsletter, and Patreon graphics on a weekly basis, and deliver projects with minimal advance notice. More than doubled Instagram followers in first five months of taking lead on the account, and helped garner nearly 150 patrons (most at the highest tier offered) in first two months of Patreon launch. Coordinate with my client's publisher on book publicity and promotion.

2015–Present

Downtown Radio (KTDT 99.1FM) | Tucson, Arizona

### DJ & HOST / ADMINISTRATOR / BOARD OF DIRECTORS

As **DJ & Host** curate and host weekly show Radio Oscura on LPFM station Downtown Radio, and have independently produced over 300 shows since October 2015. Radio Oscura is the only darkwave-centric radio show currently broadcasting in southern Arizona, filling a musical niche often ignored in broadcast radio. Design all promotional material and maintain a branded social media presence on Instagram (3.2K followers) and Facebook (2K likes/follows), and maintain communication with artists, record labels, promoters, and listeners. Facilitated song premieres for acts Victorian Death Photos (Dallas, TX), Rare Creature (Gilbert, AZ), Blood Moon Wedding (Oakland, CA/Reading, UK), and SKLTN CHR (Austin, TX). Since March 2020, I record, edit, and mix each show for broadcast.

As **Administrator** (March 2020 - present) coordinate incoming DJ applications for Programming and facilitate on-boarding new DJs and staff, assist organizing the programming schedule which currently encompasses 71 time slots and 39 shows, maintain all avenues of communication (mailing lists, emails, Slack) and the station's website at downtownradio.org.

As a member of the **Board of Directors** (March 2020 - December 2021) co-facilitated grant applications and presentations that landed the station a \$10K grant from the City of Tucson, co-coordinated station operations and programming for a staff of over 50, recorded and produced underwriting spots for air, designed and maintained Downtown Radio's social media presence, and redesigned downtownradio.org to more prominently feature our DJs/shows, community partnerships, and mission of mental health awareness.