

ELISABETH KORB

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Experience

FREELANCE WRITING & EDITING

July 2004–present

Copy editing/proofreading for the University of Nevada Press, Center for Basque Studies, Reno, NV; Bona Fide Books, Meyers, CA; *Moonshine Ink* monthly newspaper, Truckee, CA; Laura Read, writer; Reduce My Risk Diabetes Prevention Initiative course series, published by Tethys Bioscience, Emeryville, CA; *Tahoe Quarterly* and *Lake Tahoe Traveler* magazines, Truckee, CA

Web copy writing/editing/SEO for Tahoe Mountain Sports, Kings Beach, CA (I currently manage TMS's blog content with strategic SEO); WolfSmith Media, Truckee, CA; Smith + Jones, Incline Village, NV; Saint Pierre Creative, Reno, NV; Parasol Tahoe, Incline Village, NV

Published articles in *Moonshine Ink*, Truckee, CA (I currently pen a bimonthly arts column for the paper); *Western Art & Architecture*, Bozeman, MT; *Nob Hill Gazette*, San Francisco, CA; *Tahoe Quarterly*, Truckee, CA; *Lake Tahoe Traveler*, Truckee, CA

WEB EDITOR, Tahoe Mountain Sports

June 2010–March 2011

Using SEO techniques and resources like Google Analytics, created sales-driven content for an outdoor gear store that does over \$1 million in annual sales. Drafted all marketing copy and managed social media, including blog, Twitter, Google Buzz, and Facebook. Increased Facebook post feedback by 2,117%, and "Likes" by 361%; increased monthly blog traffic from around 1,500 visits to over 4,000; established a Twitter account with 155 followers; and brought up TahoeMountainSports.com monthly site visits (from nonpaid Google search) from 17,155 in June 2010 to 20,408 in March 2011.

MANAGING/SENIOR EDITOR, Tahoe Quarterly Magazine

October 2006–June 2010

Edited, fact checked, and proofed editorial content (including writing heds, deks, pull quotes, and captions), and wrote various articles. Managed photo editing and subscriber services, handled photographer and writer contracts, and organized the annual TQ Mountain Home Awards, including entry/juror recruitment and home tour scheduling/coordination.

Education

Appalachian State University

August 2000–May 2004

B.A. in English and Spanish, graduated Summa Cum Laude, cumulative 3.86 GPA

Etceteras

- +Proficient in Spanish; Nevada Museum of Art member/volunteer
- +Knowledgeable in WordPress, Tumblr, Google Analytics, SEO, Chicago Manual of Style, AP Stylebook
- +Modeling on the side: 3 lifestyle photo shoots for Apple, in the studio for Brown & Toland (via The Blackwell Files) and Line Skis, and on Nordic ski trails for the North Lake Tahoe Resort Association (via Smith + Jones)