

Fay Trippet Ratta
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Strengths and Accomplishments

- 12 years of experience in typesetting and web design
- 7 years of experience in non-profit Marketing
- Ability to establish a new job, set work parameters and accomplish goals
- Leadership positions on numerous community boards
- Texas Association of Museums Wilder Gold and Bronze Awards for products developed for the Mayborn Museum Store
- Speaker at the Texas Association of Museum Annual Conference in 2006 and 2007
- Very knowledgeable in Microsoft Office, Adobe CS3 (Photoshop, InDesign, Dreamweaver, Illustrator and Fireworks), MacOS, Windows XP, HTML, PHP and CSS
- Very knowledgeable in social media such as Twitter, Facebook, Flickr

Work Experience

January 2006 – July 2009: Coordinator of Digital Media Projects, Mayborn Museum at Baylor University

- Produced print ads and printed marketing materials
- Designed, managed and distributed twice-monthly email newsletter
- Oversaw technology projects, including, but not limited to, exhibit interpretation, online interactivity, on-site interactivity, advertising, brochures and other informational and promotional materials.
- Serve as museum photographer, implement and maintain a digital image and photography resource to facilitate requests and needs for digital images for museum print and electronic publications.
- Implemented Facebook, Flickr pages for the museum

December 2003 – January 2006: Coordinator of Volunteers and Visitor Services, Mayborn Museum Complex at Baylor University

- Established a successful volunteer program for the new Mayborn Museum Complex. This included a teen volunteer program as well as an adult program
- Developed recognition and retention programs for the volunteers

September, 2001 – December, 2003: Owner, Pretzelnet Web Design

- Self-employed in web design business
- Developed advertising, was a member of the Chamber of Commerce and pursued other avenues to reach potential clients.

March, 1997 – June 2000: Director of Development, Vanguard College Preparatory School

- First development director for this private school; established the office and developed the job
- Oversaw all fundraising activities
- Conducted annual fund drive and wrote grants
- Re-established a connection with alumni and former parents
- Designed and maintained school website
- Developed databases of students, families, former students and donors
- Produced graphics and printed materials in support of various activities

1991-1997: Owner, PhaseOne Computer Consulting

- Desktop publishing for local print and copy centers
- Macintosh computer consulting

Education

Baylor University, BA in History, 1980

26 hours completed at Texas State Technical College towards a Webmaster Certification