



**DEBRA DOMAL**

## **QUALIFICATIONS**

Writer/editor/designer with teaching, training, public speaking, and customer service experience, as well as personal experience as a Parkland College student.

## **EDUCATION**

- Graphic Design coursework taken at Parkland College, 2016-2018
- MA English with a Concentration in Writing Studies, University of Illinois at Urbana-Champaign, Research focus: Computers and Composition, 1998
- BA English cum laude, New York University, 1987

## **MARKETING-COMMUNICATIONS EXPERIENCE**

Illinois College of Veterinary Medicine      Urbana, Illinois  
*Media Communications Specialist*      Winter 2002–Spring 2014

- Supported alumni engagement with blog features, interviews, videos, and social media
- Raised client awareness with educational pet-information videos and e-newsletters
- Increased client engagement with creation of pet-friendly events and social media campaigns
- Grew awareness of faculty research by creating and managing quarterly research e-report
- Highlighted student accomplishments in feature stories for Web, newsletter and website
- Created content for new WordPress website and trained internal staff in basic WordPress use
- Collaborated with photographers and graphic designers on marketing campaign materials

## **CUSTOMER SERVICE AND CLIENT RELATIONS EXPERIENCE**

*Art Coop*      Urbana, Illinois  
*Sales Clerk*      Winter 2018–present

- Helps customers discover the art supplies and materials that best match their needs
- Confirms and prices new inventory as received
- Creates and maintains eye-catching and customer-friendly displays and signage

## **TEACHING, TRAINING, PUBLIC SPEAKING**

- Illinois Web Conference presenter, 2019
- Champaign–Urbana Pecha Kucha presenter, 2018
- Yoga Instructor, 2017-present
- Carle Clinic computer program trainer, Urbana, 1998–2000
- Exam proctor, University of Illinois, 1995-1998
- Writer's Workshop consultant, University, 1997-1998
- Rhetoric 101 instructor, University of Illinois, 1995–1998



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## **WRITING AND PUBLISHING EXPERIENCE**

*Smile Politely*  
Arts Editor

Online  
Fall 2018–present

- Manages and mentors team of writers, responds to pitches, and chooses assignments according to writers' interests, experience, and skills
- Develops and nurtures relationships with local artists, arts agencies, and venues
- Plans and manages weekly arts content schedule, striving for balance among areas
- Edits and formats all arts content according to *Smile Politely* style manual
- Creates original arts reviews, previews, profiles, and interviews on a weekly basis

## **HONORS AND AWARDS**

- Nominated for 40 North ACES Arts Advocacy Award, 2019
- Outstanding Service Award, *Academy of Management Journal*, 2001
- Nominated for Outstanding Teaching Assistant Award, Illinois, 1996

## **ADDITIONAL SKILLS**

- Proficient in Microsoft Office, Adobe Create Suite, WordPress, CSS, and HTML
- Digital photography and videography

## **REFERENCES**

- Anna Peters, co-owner of Art Coop, [anna.k.peters@gmail.com](mailto:anna.k.peters@gmail.com), 217.352.4562
- Rachel Lauren Storm, PhD, Arts & Culture Coordinator, City of Urbana, [rlstorm@urbanaindinois.us](mailto:rlstorm@urbanaindinois.us), 217.328.8265
- Jess Hammie, Managing Editor, *Smile Politely*, [jessicahammie@smilepolitely.com](mailto:jessicahammie@smilepolitely.com), 860.997.7755