

# Janeace E. Slifka

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## Education

**Georgetown University**, Washington, D.C., expected 2012  
M.A. Communication, Culture & Technology

**The Graduate Institute of International and Development Studies**, Geneva, Switzerland, 06/11 – 07/11  
Certificate in Trade, Technology & Development

**University of Pittsburgh**, Pittsburgh, PA, 8/05 - 12/08, *Cum Laude*  
B.A. Political Science & Communication, Public and Professional Writing Certificate  
**Chi Omega Fraternity**, Chapter President  
**University Student Government Board**, Board Member  
**Committee on Women in Leadership**, University Senate Council, Student Representative

## Experience

**Connections Media**, *Manager, Client Services* Washington, D.C., 12/11 – Present

- Plan and determine specifications for the redesign of clients' website.
- Manage the development and deployment of redesigned website.
- Manage special projects for the client including the production of print materials, logo redesign, and video production.

**Connections Media**, *Client Services Intern*, Washington, D.C., 05/11 – 12/11

- Curate content for technology advocacy client website by tracking policy issues items, business news items, and public opinion concerning client's interests.
- Manage social media engagement for the client through Twitter and Facebook.
- Coordinate communication in accordance with the needs of both the client and the client's public relations firm.

**National Journal Group**, *Freelance Marketing List Procurement*, Washington, D.C., 02/11 – 04/11

- Developed marketing opportunities and creating contact lists for subscription marketing.

**Forbes Magazine**, *Editorial Assistant*, Washington, D.C., 09/10 – Present

- Researched, reported, and wrote articles.
- Served as a liaison between blog contributors and blog administrators by assisting the contributors with the technical aspects of blog maintenance.
- Managed daily administrative operations for the Washington, D.C. Bureau including billing, technology, and the office library.

**National Journal Group**, *Client Services Assistant*, Washington, D.C., 6/09 – 08/10

- Managed and strengthened relationships with clients daily through interaction including client events, assistance in using National Journal Group publications and website, and client outreach campaigns.
- Acted as a liaison between clients and National Journal Group departments such as finance, sales, marketing, renewals, and advertising.

**EMILY's List**, *New Media Intern*, Washington, D.C., 2/09 – 5/09

- Monitored blogs and briefed staff on clips of EMILY's List candidates within the blogging community.
- Assisted with email segmentation and tracked analytics of multiple email fundraising campaigns.
- Wrote content for the organization's website including candidate profiles.

**Sodexo**, *Student Board of Directors member*, Pittsburgh, PA, 9/06 – 12/08

- Selected as one of 25 students nationwide to represent North America's leading food and facilities management services company, and selected as Chair of the Communication and PR Committee.
- Published article in company newsletter regarding the use of technology to improve campus dining.
- Represented student perspective in sales meetings with potential clients.

**Gov. Rendell's Office of Health Care Reform**, *Dir. of Communications Intern*, Harrisburg, PA, 5/07 - 8/07

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- Promoted the Governor's *Prescription for Pennsylvania* plan by researching studies, statistics, and policies.
- Wrote talking points for the Pennsylvania state legislature on the Governor's plan.
- Updated the website with current legislation news coverage.

**Skills:** FarCry, Wordpress, and ARCOS (Content Management Systems), Salesforce (Customer Relationship Management System), Google Analytics, Grant Writing, Editing, PR Writing, and HTML coding