

# Tracey J. Berg-Fulton

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I'm a creative problem solver with a diverse background in web development, research, content management, and project management. I bring an empathetic approach, a desire to learn and support, and a big dose of teamwork to everything I do.

## Skills

HTML	CSS	Bootstrap	Knockout.js
JavaScript	JQuery	Node.js	Content Strategy
Git/GitHub	Wordpress	Backbone.js	Content Creation
SketchUp	Adobe Photoshop	Gulp	UX Research

## Experience

### Girl Develop It! Pittsburgh

*Instructor, Organizer, Teaching Assistant* (Jan. 2016-Present)

Teach, support, and organize classes and events aimed at supporting and empowering women through coding education.

- Instruct in HTML5/CSS3.
- TA in JavaScript, Git & GitHub, and CLI tools.
- Act as organizer for social events and classes.

### Cotton Bureau

*Content Lead* (Aug. 2017-Dec. 2017)

Lead content creation and strategy on a growing product team. Created campaigns aimed at sellers and designers.

- Provided content for marketing and product teams.
- Crafted transactional email to convert abandoned carts to successful sales, resulting in a 8% cart recovery rate.
- Created content for three large product events featuring 10x the normal product offering.

### AuthenticJobs.com

*Customer & Community Lead* (Nov. 2016-Aug. 2017)

Responsible for customer support, content management, and community management for a top jobs board for digital and creative talent.

- Increased social traffic by 30% in 6 months.
- Managed new domain Authentic.co, including directing freelancers and contributing content.
- Handled support tickets, feature requests, and QA.

### Collections Stewardship Professional Network, American Alliance of Museums

*Web Chair* (Jan. 2012-Jun. 2017)

Maintained and managed website for the largest professional committee of the American Alliance of Museums, formerly known as the Registrars Committee of the American Alliance of Museums (RCAAM).

- Led responsive re-design of site, moving from WordPress to Squarespace.
- Advised on technical matters of concern to the committee and membership.
- Managed group of content creating volunteers.

## **Carnegie Museum of Art**

*Collections Database Associate and Provenance Researcher* (Jul. 2014-Nov. 2016)

Responsible for standardizing and preparing data for release as linked open data and conducting provenance research.

- Advised on collections technology and contributed to project documentation.
- Wrote bug reports and performed software QA.

## **Shoefitr, Inc.**

*Data Manager* (Sept. 2013-Jul. 2014)

Responsible for maintaining and documenting data entry standards, quality control and monitoring, and data reporting for a growing start-up later acquired by Amazon.

- Supervised a team of 10-12 data associates.
- Created training materials and tools to increase efficiency in the onboarding process.

## **Education**

### **Udacity**

Front End Web Development Nanodegree

### **University of Glasgow**

Master of Letters with Merit, Decorative Arts and Design History

### **Otterbein University**

Bachelor of Arts in Art and Journalism, magna cum laude with honors distinction

## **Publications & Presentations**

### **Software & Social Media**

- *Hit it With a Hammer, or Light it On Fire*, Nodevember, Nashville 2017.
- Notes from the Field: the Museum Swear Jar, *Museums in Motion*, 5th ed., 2017
- *Be Excellent to Each Other: The Future of Provenance Research*, Museum Computer Network Conference, Minneapolis 2015.
- *"You've got your social media in my collections data!"*, ARCS Conference, New Orleans, 2015.
- *Provenance for Computers*, Keystone Digital Humanities Conference, Philadelphia, 2015.
- *We Were Promised Jetpacks*, European Registrars Conference, Helsinki, 2014.
- *"The World Needs to See This!"*, Journal of the Australasian Registrars Committee, 2013.
- *Making Your Objects Tweet, Buzz, and Go Viral*, European Registrars Conference, Edinburgh, 2012.

### **Museums & Museum Data**

- *A Role Based Model for Collaboration in Digital Art History*, International Journal of Digital Art History, forthcoming 2018.
- *Taking a Fresh Look at Provenance*, AAM Museum Magazine, July/August 2016.
- *"The Situation is Not Without Its Anxieties": Carnegie Institute in the Great War, Business as Usual?* Conference, University of Glasgow, 2016.