

Lindy Hoppough

Director of Editorial Services, Chabin Concepts, Inc.



Education

MA with Distinction (1991)

Information and Communication Studies, CSU, Chico

Emph: Instructional Technology; Add'l Study: Public Communication

BS with Honors (1982)

Graphic Communications, Cal Poly, San Luis Obispo

Emph: Design Reproduction

Professional Experience

Website Development and Review

- Content and design guidance for over 15 websites
- Conducted GIS User Study and developed checklist for Greater Oklahoma Chamber of Commerce
- Coordinated ED website user study with Austin Consulting and FirstEnergy
- Developed evaluation checklist for ED websites, encompassing content, data, writing style, navigation, and search optimization and conducted reviews for Greater Oklahoma Chamber of Commerce; San Jose RDA; Frisco, TX and others
- Coordinated production and created content for City of Victorville, CA; City of Chico, CA; ChooseWashington.com (winner, IEDC Outstanding General Purpose Website award, 2005) and others
- Prepared keyword recommendations for FirstEnergy; Grenada EDD, MS; Logan UT; San Angelo, TX; Bowling Green, KY and others
- Developed Google Adwords campaigns for Victor Valley EDA; Butte Business Resources; Gridley Marketplace
- Developed database of over 500 website examples

Writing and Editorial Direction

- Author, *EDsuite User's Guide* (winner, Apex 2006 Award)
- Contributor, *Journey to Jobs* (2002)
- Coauthor, *So You Want to Make a Company's Short List, Huh?* (1999)
- Editor and Art Director, Mach 1, aviation publishing company
- Editor, CA Trade & Commerce Agency's *Site Selection Handbook*
- Adviser, *Butte College Roadrunner* (college newspaper)

Print Communications

- Create direct mail pieces, brochures, ads, tradeshow and other materials for Chabin clients
- Electronic prepress specialist, Quadco Printing
- Instructor, electronic design, Butte College and CSU, Chico