

# Kurt Trowbridge

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[kurttrowbridge.com](http://kurttrowbridge.com)

## Education

**Michigan State University**  
**East Lansing, MI**

**August 2010–December 2013**

*Bachelor of Arts, Arts and Humanities*

*Minor, French*

GPA: 3.93

Honors College

Phi Beta Kappa

## Experience

**Web Developer**

**November 2014–December 2014**

*Throw the Dice and Play Nice*

- WordPress theme customization and Blogger-to-WordPress content migration

**Web Developer**

**May 2014–October 2014**

*Graffiti6*

- Created new WordPress theme to promote Graffiti6's new album, *The Bridge*
- Created lyrics section using Livefyre Sidenotes to encourage fan interaction on social media
- Created lyric video for single "The Bridge"
- Wrote and copy-edited content for TommyD's Wikipedia page

**Web Developer**

**April 2014–August 2014**

*Writing, Rhetoric & American Cultures at Michigan State University | East Lansing, MI*

- Updated WordPress theme to improve homepage layout, add fresh color palette, improve navigation, and include responsive breakpoints

**Social Media Consultant**

**May 2013–present**

*Etienne Charles | East Lansing, MI*

- Developed social media promotion strategies for MSU jazz professor Etienne Charles's new album, *Creole Soul*
- Doubled Twitter following (2400 followers) and increased Facebook following by 40% (3200 likes)
- Launched Instagram profile (900 followers)
- Set up fan email newsletter (600 subscribers) and press kit for promoters using MailChimp
- Created custom-branded newsletter design and social media banners

**Website Owner**

**December 2012–present**

*KurtTrowbridge.com*

- Developed personal website using WordPress
- Created custom theme, focusing on responsive design and clean typography
- Added Reviews custom post type and custom taxonomies for Artists and Record Labels
- Wrote original content resulting in more than 34,000 lifetime pageviews

## **Writing Center Consultant**

**September 2013–December 2013**

*MSU Writing Center | East Lansing, MI*

- Assisted fellow students with brainstorming, drafting, revising, and editing writing across disciplines
- Conducted interactive workshops for MSU classes
- Wrote content for the Writing Center website

## **Web Developer**

**August 2013–December 2013**

*WDBM – Impact 89FM | East Lansing, MI*

- Developed new Impact Sports website using WordPress Multisite

## **Website Coordinator**

**September 2012–December 2013**

*MSU Writing Center | East Lansing, MI*

- Built custom WordPress theme for main Writing Center website
- Helped implement and promote usage of staff website, which centralized Writing Center digital content
- Implemented Google Analytics to gauge user interaction and content popularity
- Improved website accessibility, sustainability, and efficiency

## **Website Owner**

**January 2011–January 2013**

*The Voice Internet Radio*

- Built forum for music news and discussion using XenForo
- Operated streaming internet radio station using SHOUTcast and Centova Cast
- Updated radio station playlist and rotation levels based on popularity and user requests
- Developed themed radio programming blocks and original forum content
- Built relationships with forum members, radio content providers, and volunteer DJs
- Promoted website on Twitter (1100 followers), Facebook (1100 followers), and Pinterest (600 repins)

## **Presentations**

### **The Right to Copy: Cover Songs and Copyright on YouTube**

**December 2013**

*East Lansing, MI*

- Wrote research paper for RCAH 492 senior seminar, analyzing copyright law as it pertains to cover songs posted on YouTube

### **Hot Shots: Visual Voices of the Lansing Newcomers Soccer Team**

**April 2013**

*East Lansing, MI*

- Co-facilitated Photovoice project partnership between the Residential College in the Arts and Humanities and Lansing's Refugee Development Center as part of RCAH 292B coursework
- Mentored group of 14 middle school-aged students to enact positive change in their community through participant photography

### **Writing Center Websites: Strategies for Development, Content, and Social Media**

**April 2013**

*2013 East Central Writing Centers Association Conference | Clarion, PA*

- Participated in panel presentation with members of the MSU Writing Center web content team
- Discussed history and strategies behind the MSU Writing Center website, and how they incorporated and aided the multiple elements of the Writing Center

## **A Scientometric Study of Social Media Research**

**April 2012**

*2012 University Undergraduate Research and Arts Forum | East Lansing, MI*

- Conducted a meta-review analysis of social media literature as part of UGS 200H coursework
- Reviewed research published in academic journals since 2005 pertaining to social media
- Co-presented poster analyzing 525 relevant peer-reviewed, published journal articles

## **Honors & Activities**

- Pop Unmuted podcast co-host, 2014
- MSU Fall 2013 Commencement Speaker
- French Language, Literature and Culture in Tours study abroad program, Summer 2013
- MSU Jazz Orchestra, 2010–2013
- MSU Welcome Team, 2011–2013
- MSU Dean's List, all semesters
- MSU University Academic Appeal Board, 2012–2013
- Jackson Community Relay For Life, 2001–present
- Student-run string group The String Reapers, 2012
- Spartan Brass, 2010–2012
- Evaluation committee member for Edgewood Scholars program, 2011
- Blue Lake International Jazz Ensemble, 2008 & 2010
- Eagle Scout, 2010

## **Skills & Proficiencies**

- HTML, CSS, PHP
- WordPress development
- French (DELF B2 certification)
- Forum management systems (XenForo, vBulletin)
- Adobe Photoshop/Illustrator
- Blogging and creative writing
- Trombone performance