

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

- Coordinated ED website user study (pending, fall 2007)
- Prepared website redesign recommendations for Greater Oklahoma Chamber of Commerce, Mesa del Sol, Irvine Chamber of Commerce, and others
- Coordinated production and created content for ChooseWashington.com (winner, IEDC Outstanding General Purpose Website award, 2005), Victorville, City of Madera, and others
- Prepared keyword recommendations for Victorville, Apple Valley, Mesa del Sol, Bowling Green, and others
- Conducted website reviews for Washington, Nebraska, Albuquerque, and others
- Established Amazon.com affiliate store on Chabin Concepts website
- Developed evaluation checklists for ED websites, encompassing content, data, writing style, navigation, and search optimization
- 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* (student newspaper)

Print Communications

- Created direct mail pieces, brochures, ads, and tradeshow materials for Gridley, Santa Rosa, Victor Valley EDA, and others
- Electronic prepress specialist, Quadco Printing
- Instructor, electronic design, Butte College and CSU, Chico