

Lesa Quale Ferguson

Content creator for nonprofits and small businesses. Designed Wordpress websites. Implemented SEO and social media strategies. [View my photography portfolio on my website](#)

lesa@talkingiguana.com

[Resume Online](#)

Visit My Website

www.talkingiguana.com

EXPERIENCE

Parent Network of Western NY - Outreach Specialist

January 2023 - Present

Promotion of services at regional events.

Sail Buffalo — Web Design, Social Media Manager

October 2014 - February 2022

Built ecommerce Sail-Buffalo website; post, write and edit content for blog and shop; initiate social media action plans; photographs and photo-edits images; promotes campaigns; initiates commerce feature; oversees SEO strategies.

The Valley Community Center — Designs and Manages Websites

April 2016 - November 2020

Designed, created content, and launched the Tewksbury Lodge and The Valley Community Association websites; managed blog, photographs, and photo-edits images; installed Wordpress updates, plugins, and widgets.

[Urbanity](#) - Designed and Manage Website

October 2017- PRESENT

Launched, created content and photo-edited images on website;

[Buffalo Vibe](#) — eNews Editor / Content Creator

March 2016 - July 2017

Posted creative & graphic rich content - 3 essays per month for online magazine ([view list of essays here](#)). Assembled, edited, managed, and [created content](#) for Citybration newsletter.

Adoption STAR — New Media Specialist

January 2012 - February 2014

Designed, wrote, edited content and images, created monthly newsletter for agency and the quarterly [International Adoption newsletter](#). Took photographs of families, and did photo-editing. Implemented the re-design of website; managed, edited, set up, and authored posts for [the blog](#); created weekly [adoption memes](#) for social media;

SKILLS

Photography and Photoshop

Social Media and Blog Content

Website Design

Outreach and Sales

HTML/CSS Coding

Websites I designed

- ★ Valley Community Association
- ★ Tewksbury Lodge
- ★ Sail Buffalo
- ★ [Urbanity](#)
- ★ [Cultivate Joy Within](#)
- ★ [Talking Iguana](#) (mine)

Recommendations

“...a gifted writer and a creative individual and we are thrilled that you worked with us for the time you have.” Michele Fried, CEO Adoption STAR

“...yours is the FIRST post that I have deemed worthy of above-the-fold placement in the newsletter. Ever. Period. I am thrilled at the prospect of sharing that spot with a fellow WRITER. You can write. I just love it! You are such a welcome addition to the team.” ~ Marti Gorman, Publisher Buffalo Heritage and Citybration

Lesa Quale, NewSage Press assistant extraordinaire, for her willingness to offer suggestions and help midwife

Trinity Buffalo — Website Design, Bookstore Manager

January 2001 - April 2006

Revised website design and launched social media campaign. Promoted the church on social media with photography of families.

my book almost daily. ~
[Brenda Peterson](#), Writer and
Activist

EDUCATION

Extensive coursework completed in writing, web programming, Adobe Photoshop/Dreamweaver, graphic design, photography and more at the University of Washington Extension, CEPA Gallery, Squeaky Wheel as well as tutelage and apprenticeships with notable authors, poets and essayists

University of Washington, Seattle, WA — BA English Lit

[New Media Design Certificate Program](#) University at Buffalo,
Buffalo, NY