

# DAWN MADURA

[www.linkedin.com/in/dawnmadura](http://www.linkedin.com/in/dawnmadura)

## SUMMARY

A creative and detail-oriented data professional with extensive expertise in validation, analysis, and research. Skilled in content moderation, marketing, and customer service, as well as project and portfolio management, budgeting, and accounting. Offers a proven track record in proofreading, editing, technical writing, blogging, and website/social media content development. Demonstrates strong classroom and small-group instructional abilities, and excels at technical troubleshooting, basic hardware/software repairs, and audio-visual setup. Recognized for effectively balancing multiple priorities in fast-paced environments, consistently meeting deadlines, and repeatedly earning "Exceeds Expectations" ratings in annual performance reviews. Contributes significantly to organizational growth by identifying and implementing process efficiencies.

## EXPERIENCE

LEGACY.COM, Chicago, Illinois / Remote

### **Data Specialist, 2021-2024**

- Researched, captured, planned, prepared, audited, and executed data-related tasks by utilizing various utilities, databases, and online programs to discover, clean, enrich, and validate data related to funeral homes or obituary content.
- Refined existing processes and supported new products and initiatives.
- Collaborated heavily with other internal departments to plan, prepare, and execute data-related tasks and special projects.
- Troubleshot data quality issues and audited data on a regular basis to ensure data was accurate, along with maintaining error-free spreadsheets.
- Maintained internal systems to ensure data was streamlined and up to date.
- Verified and delivered advertiser obituaries to various newspaper portals throughout the U.S.
- Input, validated, and updated run date changes for obituary newspaper drops due to holiday or priority schedule modifications.
- Assisted in a variety of unscheduled and unplanned tasks, assignments, and projects involving proofreading and updating training materials and courses, creation of guidelines and instructions, and reporting of new initiatives or technical issues to team members, along with mentoring and training team members on process changes and updates.

LEGACY.COM, Chicago, Illinois / Remote

### **Content Screener, 2018-2021**

- Examined text and photos of online guestbook entries to determine if content was appropriate for posting, along with screening newspaper and funeral home obituary notices to ensure content was accurate and formatting met company standards.
- Demonstrated thorough and comprehensive problem-solving, proofreading, and editing skills, along with swift and sound judgment under strict and short deadlines.

APPEN, Bellevue, Washington / Remote

### **Social Media Evaluator, 2017-2018**

- Evaluated, rated, and reviewed web content, using annotation tools.
- Analyzed the quality and relevance of social media content, including news feeds, advertisements, and search results.

## ADDITIONAL EXPERIENCE

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DUNELAND SCHOOL CORPORATION, Chesterton, Indiana, **Liberty Elementary School, Instructional Aide, Tech Aide**

PURDUE UNIVERSITY NORTH CENTRAL, Westville, Indiana, **Information Services (IS), Help Desk Communications Coordinator. Information Services, Student Computer Lab Coordinator**

UNIQUE REPAIR SERVICE, Arlington Heights, Illinois, **Marketing and Sales Director**

HSBC (Formerly HOUSEHOLD INTERNATIONAL), Prospect Heights, Illinois, **Production Manager, Household Finance Portfolio Marketing. Account Manager, Household Retail Services Sales. Portfolio Administrator, Household Retail Services Sales**

NORTHWESTERN UNIVERSITY, WEINBERG COLLEGE OF ARTS AND SCIENCES DEAN'S OFFICE, Evanston, Illinois, **Accounting Assistant**

ARLINGTON PARK HILTON AND CONFERENCE CENTER, Arlington Heights, Illinois, **Auditor**

BAKER & MCKENZIE, Chicago, Illinois, **Billing Coordinator**

PURDUE UNIVERSITY CALUMET, Hammond, Indiana, **Accounting Clerk in Business Administrator of Student Services, Accounting Clerk in Fiscal Operations, Teller in Bursar, Student Worker**

## ENTREPRENEURIAL EXPERIENCE

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**Content Writer, Blogger, dawnmadura.com: 2017-2020, 2024 - Present**

## EDUCATION

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PURDUE UNIVERSITY NORTHWEST, Hammond, Indiana

**M.A., Communications**

**B.S., Double Major in Marketing and Management**

**A.S., Business Administration**

## CERTIFICATIONS

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*Fundamentals of Technical Writing*, PURDUE UNIVERSITY NORTHWEST, 2012

*Webmaster Certificate*, PURDUE UNIVERSITY NORTHWEST, 2010

## COMPUTER SKILLS

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Slack | Jira | Microsoft Office Suite including OneNote | Teams | WordPress | Macromedia Dreamweaver | Everything HelpDesk | Remedy | PeopleSoft | Bomgar Remote | Blackboard Learn | Blackboard Vista