

SUMMARY

Content specialist with expertise in user experience & copywriting seeks opportunities where creative narrative makes an impact, solves problems & changes cultures

CONSULTING EXPERIENCE

Senior Content Strategist, 2/06 – Present New York & San Francisco

New York University, UNICEF, J. Crew, Liz Claiborne Inc., American Express Publishing Custom Solutions

R/GA San Francisco *Client: Microsoft*

Time Inc. Content Solutions / Igicom *Clients: DDB Worldwide, Unilever, The Advertising Research Foundation*

1. Managed content strategy for a comprehensive redesign of the PC section of the Microsoft Store Online; recommended original rich content & repurposing of existing content for form factor- & lifestyle-based category pages, buying guides & product selection tools
 2. Developed communication strategy & created original instructional content for the launch of *ATLAS*, New York University's global academic networking, course management & collaboration platform
 3. Conceived complete identity & led creative direction for the launch of *OneHR*, UNICEF's global human resources community brand
 4. Crafted & implemented communication strategy for J. Crew HR's performance management system launch
 5. Increased average visit on *LizNet*, Liz Claiborne Inc.'s intranet (12,000 users), from 3 seconds to 1.5 minutes
 6. Achieved strategic engagement goals for redesign & relaunch of *LizNet*; company news, executive leaders' blogs, industry intelligence & human resources content now comprise the most frequently visited pages
- Formulated communication strategies & managed their tactical implementations, identified themes, issues, messages, & milestones, & determined media mixes
 - Conceived brand identities & voices, provided creative direction, recruited creative talent, led creative concepting & reviews, managed external agencies & vendors, & crafted presentations
 - Crafted user experiences, developed training curricula, produced screencasts, & wrote copy for marketing & training materials, contextual help, error dialogues, FAQs, user interface elements, style guides & brand bibles
 - Designed content management systems, taxonomies & workflows that facilitated collaboration
 - Created proposals, RFPs, scope documents, technical specifications, task flows, site maps & wireframes
 - Analyzed client & key audience resource & training needs, identified gaps, documented business requirements, conducted research, crafted use case scenarios, & led content inventories & transfers
 - Established governance processes, built editorial calendars, provided counsel to stakeholders regarding strategic development & maintenance of their content, & socialized intranets
 - Designed 3 knowledge shares (dynamic archives of publications, news, case studies, competitive analyses, pitches, whitepapers, briefs, consumer insights, vendor data, creative work, project files & templates)
 - Managed comprehensive redesigns of 2 global intranets throughout project lifecycles (including discovery, design, implementation, content audit & transfer, delivery, quality assurance, usability testing & launch)

Senior Copywriter / Associate Creative Director, 11/04 – 10/11 New York

Publicis Modem *Clients: Sanofi Pasteur, Beck's, LensCrafters, L'Oreal, Cartier*

MRM Worldwide (McCann Erickson) *Client: MasterCard*

Fly Communications *Clients: ESPN, Pernod Ricard, D&B, AnchorBlue, Samsung*

1. Developed messaging & wrote content for microsites, social media, banner ads, consumer e-mails & mobile apps for MasterCard's digital *Priceless* campaign; projects included *Priceless Picks*, *Priceless Experience*, *Destination: Priceless on Priceless.com* (IAB's 2008 MIXX Gold Award Winner, *Best Brand Destination Site*)
 2. Conceived direction, developed messaging & wrote social media content & television / viral video spots for *Reasons Not Rules*, Beck's responsible drinking campaign
 3. Led messaging & launch of *The 1608 Society*, Bushmills' brand affinity group & related integrated properties
- Wrote content for social media, brand bibles, style guides, Web sites, banner ads, promotional e-mails, pitches, print ads, radio & video spots, in-store signage, direct mail & instructional documentation
 - Collaborated with brand managers, creative directors, account executives, art directors & clients on branding, creative direction, content strategy, search engine optimization & user experience for integrated campaigns

CONSULTING EXPERIENCE [continued]**Senior Project Manager**, 2/03 – 1/07

New York

JWT Client: Merrill Lynch**Tribal DDB** Clients: DDB Worldwide, DDB University, Johnson & Johnson, ING**Igicom** Client: DDB Worldwide

1. Led redesign of *DDB Connect*, the ad agency network DDB Worldwide's intranet (11,000 users), & its migration to new platform that better facilitated knowledge sharing & collaboration
 2. Managed redesign of DDB Worldwide's public-facing agency site so that it reflected updated branding & created an engaging, customizable experience
 3. Led planning, builds, quality assurance & relaunches of *Total Merrill & Global Wealth Management* portals
- Managed complex, branded digital properties & ad campaigns with budgets of up to \$2MM throughout project lifecycles (including discovery, planning, design, implementation, content audit & transfer, delivery, quality assurance, user testing, analytics setup & launch)
 - Sourced & led multilocation, cross-functional, collaborative teams of strategists, technologists, vendors & creatives
 - Crafted project plans, budgets, requirements, phased delivery recommendations, status reports & instructional documentation

STAFF EXPERIENCE**Project Director**, 2/01 – 1/03

New York

Columbia UniversityProjects: *Columbia American History Online*, *Columbia International Affairs Online*, *Columbia Earthscape*

1. Led development & launch of *Columbia American History Online* (High Recommendation, *Library Journal*)
 2. Managed operations & maintenance of *Columbia International Affairs Online* & *Columbia Earthscape* (both selected as *Best Internet-Based Electronic Product* in their respective disciplines by the Association of American Publishers)
 3. Increased production team productivity by 175% by implementing database-driven workflow, training curricula, content template system, task automation scripts & an XML-based metadata indexing tool
- Oversaw direction, design, development, production, quality assurance, launches & maintenance of subscription-based educational resources, & documented relevant processes & protocols
 - Crafted project plans detailing strategic objectives, specifications, risks, scheduling, budget & sourcing
 - Collaborated with stakeholders on design, content strategy, implementation protocols & accountability
 - Recruited, hired, trained, scheduled, supervised & evaluated 20 creative & technical production staff members

EDUCATION**New York University***Story Analysis for Producers, Film Technologies, DV Production & Editing with Final Cut Pro* courses; 9/08 – 8/09
Professional Certificate in Multimedia Technologies; 5/00**UCLA School of Theater, Film & Television**

Master of Fine Arts in Dramatic Writing; 6/95

State University of New York at Buffalo

Bachelor of Arts in Psychology; 5/89

SKILLS**Advanced:** Microsoft Office, Project & Visio, OmniGraffle & Dreamweaver**Intermediate:** Photoshop, InDesign, Google Analytics, SharePoint, WordPress, HTML, XML, XHTML, CSS & JavaScript**Basic:** Final Cut Pro, Avid, Premier, Compressor, Squeeze, DVD Studio Pro, Fireworks, Illustrator & Flash