

## *Experience*

### **Avenue A|Razorfish** \* Chicago & Austin \* 9/2001 to present

Associate Creative Director for AT&T.com

- Lead a team of Content Strategists, Information Architects, and Designers from concept through production of web properties
- Develop mini web sites to promote unique product offerings to targeted markets
- Led a project to create a best-in-class user experience for ordering products and services online
- Mentor and lead assigned creative staff, including critiquing work to maintain consistent quality
- Manage the careers of 3 content strategists, including professional development and annual review process
- Work hand-in-hand with project managers to ensure that staffing, budget and scheduling requirements are met
- Present creative execution to clients, often presenting to 25–40 stakeholders at once
- Work with client's internal usability testing group to develop testing protocols, conduct testing and compile results and analysis

Lead Content Strategist for Discovercard.com

- Contributed to the development of a best-in-class site (Forrester cited the Web site for demonstrating content best practices – June 2004)
- Led or assigned all content projects (providing work estimates for project management)
- Led projects from inception to final delivery, ensuring client satisfaction and schedule adherence
- Led process management relating to content as well as worked with the client to analyze and structure user feedback and other performance metrics for the site
- Organized site content and collaborated with Information Architects to develop categories, naming schemes and user workflows
- Ensured that content development was consistent with the client's overall messaging and strategy (and that it met the needs of the target audience).
- Maintained quality and consistency of all content
- Assisted Discover Card internal creative services department in understanding how to create web content

Senior Content Strategist/Team Lead for Other Clients

- Developed content strategies specific to clients' needs
- Helped develop information architecture for sites, in relation to content
- Provided editing services for client produced content
- Prepared client content for site development team
- Researched and wrote comprehensive e-mail marketing strategy for a client
- Led the design initiative for creating a modular e-mail template

### **Salon123** \* Chicago \* 3/2001 to 5/2001

Interactive Content Manager for BeehiveBuys.com

- Developed voice of the web site and its mascot, Abby
- Acted as project manager for all cosmetic changes to the site
- Led a small team of designers and an html editor in daily activities
- Wrote, produced and maintained all email correspondence (weekly promotional emails)

## *Experience (continued)*

### **HALO Branded Solutions** [formerly Starbelly.com] \* Chicago \* 1/2000 to 3/2001

#### Director of Internet Production

- Managed resources within the Internet Production Department including Designers, HTML Editors, Project Managers, Web Masters and Content Coordinators
- Restructured department into smaller, more efficient teams resulting in improved communication and shortened production time
- Evaluated the workflow and developed successful production procedures for e-commerce sites
- Worked closely with development and QA departments to create successful e-commerce web sites
- Evaluated client requests to produce business requirements, design specifications and timelines
- Acted as the department liaison to internal/external clients and upper management
- Contributed to strategic development of the Online Services department

#### Senior Content Editor

- Established procedure for and managed production of online images
- Authored complete content for company web site (HALO.com)
- Developed static and unique copy for client e-commerce web sites
- Managed and wrote marketing collateral pieces for internal and external use

### **Ambrosi and Associates** \* Chicago \* 10/1997 to 12/1999

#### Copy Director/ Senior Copywriter

- Organized and improved procedures for existing accounts
- Guided a team of writers and proofreaders from concept through creation of print advertising materials
- Implemented copy flow and style guide procedures for start-up accounts
- Created concepts for numerous campaigns to carry fashion accounts through entire seasons
- Clients: Jacobson's Specialty Stores, Godiva Chocolates, Broder Bros., Workbench, Ulta 3, Parisian, McRae's, Herberger's, Proffitt's, Yonkers

### **Brown Productions** \* Dallas \* 3/1997-10/1997

#### Copy Manager/Copywriter

- Wrote catalog and advertising campaign copy
- Managed all freelance writers and proofreaders
- Clients: Bailey, Banks & Biddle; Jewelbox; Mayor's Jewelers; Hyde Park Jewelers; Zales Jewelers

### **Neiman Marcus Direct** \* Irving \* 9/1994-3/1997

#### Copywriter/Copy Editor

- Responsible for the accuracy and style of copy for several high-end catalogs
- Documented the editorial process and guidelines
- Rewrote and redesigned all domestic and international catalog order forms
- Clients: Neiman Marcus, Horchow, Trifles, Grande Finale

## *Education*

Bachelor of Arts/English; Minor in Philosophy

University of North Texas

Classic Learning Core Honors Program, University Dean's List