

Summary

Creative Content Strategist and Digital Product Manager with a strong ability to marry user needs and client objectives. Highly knowledgeable in both content and product development. Able to manage the entire project lifecycle from initial planning stages to preliminary deliverables, up through execution, launch, and maintenance. Extensive experience working with web and software engineers. Thorough understanding of IA, UX, digital trends, and emerging technologies.

Key Competencies Include:

Content Strategy

Digital Strategy

Web Production & Product Management

Copywriting & Editing

Work Experience

Content Strategist (freelance), Gin Lane Media, 2011-2012.

This boutique agency tapped me to lead the initial phases of its work with Altour, a major corporate-travel company. The project required a full redesign of the client's site as well as the integration of two recently acquired companies into Altour's brand and web presence.

- Managed client relationship during the strategy phase, which contributed to the agency winning a larger contract covering the site's design, build, and launch.
- Led the discovery process, and worked with the President, SVP, and Marketing Manager to clarify business and brand requirements.
- Conducted a comprehensive content audit of three existing Altour websites.
- Defined site strategy through development of the sitemap and content requirements.
- Researched keywords, created content templates, and trained client in digital copywriting and SEO.

Manager of Web Production, AOL Advertising, 2010-2011.

Though part of a major internet company, AOL Advertising never had a dedicated web strategist or producer. As the first person to fill those roles, I juggled the management of its B2B sites, met the needs of its many stakeholders, and led new projects for AOL Advertising and its sister companies.

- Implemented content-strategy processes that were later used for AOL consumer-facing sites.
- Managed multiple, concurrent projects with minimal resources and tight turnaround times.
- Led strategy, UX, and development for new websites and special projects for AOL Advertising, Advertising.com, and ADTECH.
- Collaborated with marketing leads, corporate communications, developers, designers, and copywriters on the announcements of major acquisitions.
- Wrote and distributed RFPs, coordinated the vendor selection process, and managed relationships with outside agencies.

General Manager and Product Lead, We-Care.com, 2008-2010.

We-Care.com provides a suite of tools to nonprofits, schools, and associations, allowing them to raise revenue from affiliate marketing programs. Through smart hires, strong leadership, and a commitment to a productive, engaging work environment, I built a team that continues to passionately and successfully tackle the challenges of a start-up.

- Launched a pilot program that raised \$200,000 for the ASPCA in its first seven months.
- Spearheaded product strategy, keeping the company focused on innovation, quality, and productivity.
- Designed taxonomies and metadata structures, and wrote the editorial style guide, content specs, and detailed functional specs.
- Oversaw the development team, working closely with the lead engineer on product builds, the selection and implementation of technology solutions, and the QA process.
- Led my team through ongoing product development, including the creation of software and proxy-server technology.

Brand and Web Production Manager, NYLC, 2003-2008.

In 2003, this national educational organization lacked a web presence and brand identity. Under my direction, it became an online leader in the worlds of education and positive youth development, with a trusted, well-recognized brand.

- Increased traffic by 300 percent over three years.
- Led the creation of organizational websites and extranets, including strategic planning, information architecture, design, development, population, quality assurance, and launch.
- Developed an online library, making 25-years of teacher resources — most of them long out of print — available on demand.
- Planned, wrote, edited, and managed site content, including program information, articles, functional copy, and content for the online library.
- Established a new brand identity, including design standards, logo, color palette, and editorial style guide.

Marketing and Interactive Copywriter, self-employed, 1996-2008.

I am the person clients called in for the tough situations. This included helping start-up companies define their voices; articulating messages that defied words; providing effective, web-specific copy; improving website usability through innovative functional copy; and dreaming up new interactive strategies.

- Generated content for online publications and corporate websites. Clients included Amazon.com, PBS, VH1, CDNow, Factor_UE, Limited Too, Request Magazine, and Techies.com.
- Improved usability of consumer websites and business-to-business tools by providing clear, concise instructional copy. Clients included American Express, Reynolds Metals, CarSoup, Lawson Software, Lunds and Byerly's, TestQuest, and Tie Commerce.
- Wrote marketing collateral — from packaging to direct-mail campaigns — for a diverse group of businesses, helping the companies focus their messages and establish their voices. Clients included AltiPlano Gold, Factor_UE, FlexoGrafix, and Gutzmann Design.

Prior Employment

- **Publications and Web Editor**, American Composers Forum, 2000-2003.
- **Journalist**, self-employed, 1995-2008.

Education: Virginia Tech, BA in Theatre Arts/Liberal Arts (recipient of a four-year arts scholarship); Sequent Learning, Product Management Training.

Associations: Association of International Product Marketing and Management (AIPMM), NY Product Management Association.

Software and Technical Experience: Adobe Creative Suite and Omniture; HTML; Salesforce; Drupal, Joomla!, and other content management systems; SEO; Google Analytics; and Microsoft Office.