

Writing & Web Production Services — Remotely or On-Site

I've written and produced engaging content for leaders in the software, financial, insurance, online gaming, healthcare, retail, entertainment and executive coaching industries — in both the interactive and print mediums. Call me today to see how I can put my experience to work for your organization.

Freelance

Copywriter /
Web Producer

1/2009 – Present

Independent Consulting Projects

Palm Springs, CA / Remote

Copywriter: AAM Recordings, Illustrated Man Ad Agency, St. Louis, MO (in production)
Copywriter: Law Firm in St. Louis, MO., Illustrated Man Ad Agency, St. Louis, MO (in production)
Copywriter / Web Producer: Partylab, Palm Springs, CA (www.shoppartylab.com)
Copywriter: Care Club Senior Care Services, Illustrated Man, St. Louis, (www.carebrandssystem.com)
Copywriter: Faraway Friends Virtual World, Worked Remotely (www.farawayfriends.com)
Copywriter / Web Producer: Leadership Unleashed, Palm Springs, CA (www.leadershipunleashed.com)
Copywriter / Web Producer: Health Information Partner, Newport Beach, CA (www.hip-inc.com)
Copywriter / Web Producer: UgPie Pet Stories, Palm Springs, CA (www.ugpie.com)

Copywriter /

Sr. Web Producer

5/2008 – 12/2008

Electrotank, Inc.

Palm Springs, CA / Wilson, NC

Flash® Virtual Worlds Copywriter / Producer

- Concept, develop and edit compelling/audience appropriate content for online Flash® virtual worlds
- Manage the production cycle for high-profile clients interested in leveraging the virtual world space to strengthen their brand's online presence
- Coordinate the development of digital source files between clients, vendors and in-house creative team
- Receive, organize and manage digital files (image, audio, animation) into a central company repository

Content Manager /
Web Producer

5/2007 – 5/2008

Covansys® Global Technology Services

El Segundo, CA / Palm Springs, CA

Consulting International Content Manager / Web Producer, Mattel, Inc., BarbieGirls.com

- Facilitate the localization (translation) of BarbieGirls.com in Spain, Latin America, Brazil, Portugal, France, Germany, and Switzerland
- Manage all aspects of development and implementation of int'l websites including: testing, budgets, translation/voiceover services, online security, marketing, customer service, and production schedules
- Resolve issues among disparate stakeholder groups including SMEs, customer service, domestic & international marketing teams, and key technology vendors

Copywriter

1/2005 – 5/2007

Grey Advertising / G2 Direct & Digital

San Francisco, CA

Full-time Copywriter, Adobe Systems, Inc. Creative Team

- Concept, develop, and execute multi-touch online campaigns that reflect Adobe brand identity
- Conduct face-to-face and virtual 'new project buy-in' presentations for the Adobe Business Unit
- Ensure online copy (descriptions, naming conventions, promotions) meet legal department standards
- Collaborate with all creative/account team members to guarantee milestones and deadlines are met
- Noteworthy project: developed interactive website content, Warner Studios Movie Happy Feet

Freelance

Copywriter,
Content Manager,
Web Producer

2001 to present

Leadership Unleashed

San Francisco, CA

Consulting Web and Print Producer

- Write, develop and manage web content for www.leadershipunleashed.com, ensuring content supports continued growth, sales, and brand identity/loyalty
- Noteworthy content placements include: Business Week Online, HR Executive Magazine

Haggin Marketing

Mill Valley, CA

Consulting Content Developer, eBay / PayPal

- Developed content and produced presentations for use at eBay Live! 2006 in Las Vegas, NV

<u>Freelance</u> <u>Copywriter</u> <u>Content Manager</u> <u>Web Producer</u> 2001 to present (cont.)	Ask Jeeves & AJInteractive Consulting Copywriter <ul style="list-style-type: none"> • Developed promotional marketing collateral for Ask’s interactive advertising solutions Innovative Financial Solutions Consulting Content Developer <ul style="list-style-type: none"> • Wrote, developed and managed web content Personnel Touch International Insurance Consulting Web Production Manager <ul style="list-style-type: none"> • Wrote content for, and managed all aspects of the development of international brokerage firm’s website 	Oakland, CA San Francisco, CA San Francisco, CA
<u>Marketing</u> <u>Director &</u> <u>Facilities Manager</u> 1995 – 1999	The Trader’s Oasis Full Time Content Development and Web Production Manager <ul style="list-style-type: none"> • Successfully managed a team of six independent contractors in the development of a full-service web site that provided educational resources to traders and investors enrolled in a professional mentoring program • Developed content targeting the interests of traders and investors for on-demand, eLearning courses Las Brisas Conference Center Full Time Conference Center Coordinator <ul style="list-style-type: none"> • Managed a financial conference center specializing in International Stock Arbitrage and Analysis • Developed marketing for guest speakers – while maintaining ‘the center’s’ brand identity 	Murrieta, CA Murrieta, CA
<u>Additional</u> <u>Experience</u> 1999 to 2001	Pilot, Gulfstream International Airlines <ul style="list-style-type: none"> • Demonstrated leadership in the responsible operation of a nineteen passenger jet while complying with company and Federal Aviation Administration guidelines for safety • Ability to work under stressful conditions which included: wind sheer, icing of the wings, engine failure, smoke in the cock-pit, landing gear failure, and intoxicated passengers 	Ft. Lauderdale, FL
1993 to 1995	English Teacher <ul style="list-style-type: none"> • Madrid / Mallorca / Menorca 	Spain
<u>Education</u> 1993	New York University BA, Philosophy. Also studied Spanish Conversation and Composition	New York & Madrid
<u>Languages</u>	English, Conversationally Fluent in Spanish (Castilian)	