

Copywriter /
Web Producer

2008 to Present

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

2007 to 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

2005 to 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

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

Ask Jeeves & AJInteractive

Oakland, CA

Consulting Copywriter

- Developed promotional marketing collateral for Ask's interactive advertising solutions

Copywriter,
Content Manager,
Web Producer2001 to present,
and 1995 to 1999**Innovative Financial Solutions**

San Francisco, CA

Consulting Content Developer

- Wrote, developed and managed web content

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

Personnel Touch International Insurance

San Francisco, CA

Consulting Web Production Manager

- Wrote content for, and managed all aspects of the development of international brokerage firm's website

The Trader's Oasis

Murrieta, CA

Full Time Content Development and Web Production Manager

- 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

Murrieta, CA

Full Time Conference Center Coordinator

- Managed a financial conference center specializing in International Stock Arbitrage and Analysis
- Developed marketing for guest speakers – while maintaining ‘the center’s’ brand identity

Additional
Experience

1999 to 2001

Pilot, Gulfstream International Airlines

Ft. Lauderdale, FL

- 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

1993 to 1995

English Teacher

Spain

- Madrid / Mallorca / Menorca

Education
1993

New York University

New York; Madrid

BA, Philosophy. Also studied Spanish Conversation and Composition

Languages

English, Spanish (Castilian)