

Award-winning copywriter with 15+ years' experience creating strategies, concepts, and content for interactive, print, events, and environments. Versatile in style and tone, [as seen through work](#) for such organizations as Duracell, Columbia University, Project Management Institute, and Federal Home Loan Bank of Seattle.

Extensive experience with projects that require the engagement and integration of traditionally siloed functions of creative, technology, operations, and business development.

Insightful listener and communicator; dynamic presenter, and innate storyteller.

Skills Overview

- **Content:** copywriting/editing, narrative development, feature and technical writing, scripts, speeches
- **Strategy:** market research (qualitative/quantitative), analytics, data design
- **Design:** conceptual design, creative direction, storyboarding, information architecture
- **Technology:** business requirements/functional specification, UX, usability, documentation, training
- **Leadership:** programs, people and projects; budgeting, performance tracking
- **Software/OS:** Adobe Creative Suite, MS Office Suite, Omnigraffle/Visio; Mac, PC, Unix

Experience

Copywriting and Strategic Communications Development

Federal Home Loan Bank of Seattle | Seattle, WA | 2013–Present

Government-sponsored enterprise serving community lenders across the Pacific Northwest

As “in-house marketing agency of one” I work across a complex organization to lead, foster and implement unified marketing strategies that impact virtually every touchpoint and increase our customers' value perception and usage of the bank's products and services. Select highlights:

- New customer outreach and tracking strategies resulted in millions of dollars in new customer activity
- New outreach and content strategies for multi-state education series yielded highest attendance in institution history
- Led collaboration and content strategy with internal subject matter experts, and external design and media vendors

Copywriting and Strategic Communications Consulting

Engage Inspire | Seattle, WA | 2007–2013

Communications consultancy

Working independently, and “private-labelled” as senior executive for partner agencies on the east coast, led new business development, managed relationships, and created outreaches for an international roster of organizations, including:

- ▶ **Project Management Institute** - *Professional association with 500,000 members and certificants in 170 countries*
For five years led collaboration with c-suite executives, staff, volunteers and universities to create multiple B2B and B2C outreaches that impacted each of PMI's multi-faceted relationships with its stakeholders, including:
 - \$1M+ global integrated interactive and print marketing program targeting c-suite business executives. Elements included targeted web portals, international event design and support, high-profile media partnerships, case study library development, and an email campaign that received a 70% response rate.
 - \$1M+ international integrated outreach targeting educational executives, faculty and students. Elements included targeted web portal, application development, event support, development of 'lending library' of classroom materials and program case studies.
- ▶ **Human Resource Certification Institute** - *Certification arm of SHRM, world's largest HR membership organization*
Led c-suite executives, front-line staff and multi-organizational group of specialized vendors to achieve the strategic redesign of the membership experience and improve product positioning, including:
 - Reimagined web strategy and overall role web presence plays in the membership experience.
 - Led creation of new web presence and re-architected flow of back-end systems supporting membership.
 - Repositioned product offering to increase value perception in target segments.
 - Provided executive skills development workshops to increase organizational marketing capability.

Copywriting and Strategic Communications Development

Fusion, Inc. | Jersey City, NJ | 2000–2007

Interactive and print communications design company

Led firm's evolution into full-service strategic agency; expanded offering to increase competitiveness in NYC market; directed new business efforts, led creative strategic development for diverse client portfolio. Select highlights:

► **Columbia University in the City of New York** - *Ivy League educational institution*

For two years led team of c-suite executives, divisional directors and front-line staff to develop strategies and lead numerous high-profile initiatives, including:

- Campuswide public outreach program to improve perception during politically divisive \$1B capital expansion. Provided crisis communications consulting, executive skills development and represented the institution to external organizations/figures of influence. Led creation of integrated outreach spanning interactive, print, PR, messaging system development and training, and application development.

► **Liberty Health System** - *Large urban healthcare system encompassing multiple hospitals, clinics and practices*

For four years led collaboration with c-suite executives, physicians, staff and volunteers to form system-wide and institution-specific communication strategies and programs over several years, including:

- High-profile regional outreach to reposition organization and launch new flagship facility; created integrated campaign spanning interactive, print and guerilla marketing, fundraising and event design.

Strategic Communications and Product/Technology Development

Predict It, Inc. | New York, NY | 1999–2000

Award-winning startup creating e-commerce social forecasting communities focusing on finance, sports and entertainment

Led creative, product design and technical specification effort for \$1M rapid development of flagship e-commerce community product. Select highlights:

- Grew the company from 4-40 in six months, managed day-to-day operations of 20-person creative, technology and community management team, co-managed M&A and strategic partnerships.
- Led development of multiple integrated outreaches, including \$1M sweepstakes, and advertising campaigns (unique site visits: 92,000 to 500,000 in one month; registered users: 6,000 to 200,000+ in three months.)

Strategic Interactive Communications Development

CKS Group (acquired interactive advertising startup SiteSpecific) | New York, NY | 1996–1998

Publicly-held international interactive and print communications agency (400+ employees)

As part of startup's senior management team (Associate Creative Director) and then as executive with acquiring company, collaborated to define strategic direction of agency, lead operations, and develop new business. Select highlights:

► **At SiteSpecific:**

- Collaborated with creative team and clients to define strategy and create award-winning concepts, content and applications for clients such as Duracell, McKinsey and the NHL.

► **At CKS Group:**

- Planned and managed integration of 40-person startup into large NYC office of acquiring company, including relocation planning, and business continuity functions.
- Managed large department of project managers and technologists, as well as providing production and technology guidance on client projects for CKS offices on the East Coast

Select Recognition

- American Advertising Federation: Addy Award: Best In Show – Radio
- American Association of Museums: Annual Publication Award
- Aster Medical Marketing Award: Best Integrated Advertising Campaign
- CASIE Award: Best Business Advertising
- Clio International Advertising Award: Interactive (2x Nomination Shortlist)