

## PROFILE

Writer, storyteller, and strategist with expertise in ideation and innovation. Fifteen years' experience incepting, guiding, and supervising the creative and content process from concept through execution. Demonstrated artistry across old and new media, meta to mesa (big picture to granular details). Proven talent in reporting, writing (for the page and stage), editing, and content strategy within: H2H design (B2C / B2B / human-to-human); gaming, video, and television production; ideation and storytelling for boutique and iconic brands; presentation and performance; print and television journalism. • Facile design- and systems-thinker. Trusted client-facing leader. Big-picture visionary with insatiable curiosity. Skilled facilitator who excels at execution, collaboration, and team-building. • Entrepreneurial spirit forged within high-profile Silicon Valley startups and think-tanks. Cultural Creative dedicated to the greater good. • Donut addict. Nature nutcase. Creative secret-weapon.

## PROJECTS

### Emerge Interactive Director of Innovation

2015 – 2017

*Digital innovation and strategy company*

- Envisioned, conceived, and developed holistic communications plan and editorial Public Platform. [Defined company core messaging, languaging, brand POV, voice-and-tone, ownable editorial themes and topics, content formats, editorial calendar, social media plan, thought leadership, and public presencing.]
- Conceived, pitched, wrote, polished, and oversaw all content and editorial, including research, reporting, interviewing, and editing. [Insights, featured articles, blog posts, corporate social media, perspectives, proposals, case studies, brand collateral, presentations, media kits, podcast, corporate website redesign and copy, etc.]
- Collaborated with C-suite and Director-level contributors to develop and write editorial; draft, and edit content.
- Brainstormed, co-created, wrote, polished, and submitted panel / speaker proposals for conferences and events.
- Advised, coached, and media-trained company contributors, readying them for the page, stage, and all aspects of program hosting, panel participation, presenting, and public speaking.
- Conceived and co-created corporate events / presentations to showcase Emmerge brand and thought-leadership.
- Groomed and nurtured junior contributors and their content. Managed multiple competing priorities.

### 4word Lead Writer, Ideator, Co-Creative Director (Storytelling)

2002 – 2014

*Content collaborative*

- Conceived, developed, pitched, and wrote copy for national agencies, brand consultancies, and video production houses. [Clients included Ogilvy Chicago, Sterling Brands New York, Pearlfisher, Ketchum, and others.]
- As a go-to ideator, developed new products, product features, line-extensions, SKUs, and apps, nationwide.
- Juggled multiple creative production responsibilities while meeting and exceeding client expectations:
  - Fielded RFPs and crafted responsive proposals, including content budget line-items.
  - Aggregated, responded to, and executed client and end-client notes (with multiple stakeholders).
  - Managed project communications, milestones, content assets, and content production calendars.
- Very partial client/project list includes household goods [Dial, Purina, Procter & Gamble, SC Johnson], personal care [Johnson & Johnson, Philips Oral Healthcare], food and beverage products [General Mills, Nestle, Frito-Lay, Tropicana], apps [Orbitz], educational institutions [UC Berkeley, Caltech], and toy properties [Mattel].

### Ninth House Director of Digital Programming

2000 – 2001

*eLearning and interactive management-training network*

- Crafted creative vision and reconceived editorial for non-subscriber B2C website in effort to raise brand awareness. [Hits increased 14%. Two new corporate subscribers acquired.]
- Utilized high-level writer relationships to create reputable stable of contributors.
- Managed nimble unit of three direct-reports [producer, writer, and production coordinator] as part of larger, cross-functional team.

## PROJECTS, CONTINUED

**Purple Moon Senior Writer, Senior Designer (Narrative, Game Play, Interaction) 1997 – 1999**

*Award-winning gaming company incubated within Paul Allen's Silicon Valley think-tank, Interval Research*

- Member of senior management team that built company from the ground up, resulting in sale to Mattel.
- Created series concepts, characters, complex story arcs, puzzle designs, and wrote instruction sets, and marketing collateral for three award-winning gaming brands. [Secret Paths, Rockett, Starfire Soccer Allstars]
- Wrote treatments, outlines, shooting scripts, and interactive elements across five different game titles.
- Oversaw character casting; co-directed voice-actors in the booth and in studio during audio-record.
- Managed internal content staff and external content vendors; co-led remote development teams.

**Wired Magazine | WiredTV Writer, Senior Editor, Founding Partner 1991 – 1997**

*Game-changing tech lifestyle magazine :: Organ for the digital revolution*

- Key member of start-up team that took the magazine from prototype to sale to Si Newhouse and Condé Nast.
- Envisioned, created, and implemented systems, processes, procedures, and magazine corporate culture.
- Conceived and sculpted editorial voice-and-tone of magazine; conceived and managed three editorial sections.
- Wrote and edited stories across feature-well and other sections; edited and collaborated with new and renowned contributors [William Gibson, Neal Stephenson, Douglas Copland, John Gilmore].
- Wrote stand-up segments for *The Netizen* on MSNBC; on-air anchor, *The Netizen*, MSNBC.

## POWERS

- Superlative interpersonal and team-building skills.
- Formal training in consensus process, active listening, nonviolent communication, ideation, and group facilitation.
- Proven ability to rally and align teams to a mission, vision, or cause.
- Skilled connector who builds strong relationships with individuals, + within and across groups, cultures, and categories.
- Communications veteran deeply versed in editorial best-practices; master of the art and craft of writing and storytelling.
- Demonstrated artistry in turning cold facts into compelling narrative that elicits emotional connection and action.
- A 360-degree understanding of the editorial and production lifecycles, plus a healthy respect for the many roles and priorities that dovetail to create various creative / media products and initiatives.
- A passion for providing exceptional service — as a leader, ambassador, and creative visionary — to the projects I champion.

## PREPARATION

**San Francisco Conservatory of Music Preparatory** Specialized in Ancient Music, Baroque, + 20<sup>th</sup> Century periods

**University of California, Los Angeles BA** English Literature & Journalism; Creative Writing

**University of California, Berkeley Extension** Advertising Copywriting, Screenwriting, Children's Fiction

**Dominican University Certificate in Storytelling** Myth & Folktale Analysis, Writing, Performance, and more

**American Conservatory Theatre Studio** Shakespeare, voice + speech, stage combat, improvisation, and more