

# CARLA S. CURTSINGER

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## EXECUTIVE PROFILE

### **Corporate Communications – Marketing & Public Relations – Media & Internet**

Senior communications professional with a winning track record across multiple industries. Award-winning writer, editor, and art director in agency communications, broadcast, print, and the Internet. Superior oral and written skills demonstrated in corporate communications, marketing, creative project management, training and university instruction. Positive, resourceful self-starter with the energy and enthusiasm to motivate people and move projects forward.

## PROFESSIONAL EXPERIENCE

CARLA S. CURTSINGER

New York, NY 2004 – Present

### **Owner/Independent Contractor**

Communications consultant offering writing and editorial services; creative project management; training, moderating and facilitation; and on-camera and voiceover narration to clients in the pharmaceutical, biotechnology, non-profit and creative industries.

#### **Featured Clients, Highlights:**

- **Cramer Inc.**, Kansas City, MO—Creative project manager for corporate re-branding, website redesign ( [www.cramerinc.com](http://www.cramerinc.com) ), and brand creation and marketing ( [www.taskitproducts.com](http://www.taskitproducts.com) )
- **Hallmark Cards**, Kansas City, MO—Freelance writer and editor for games, books, and greeting cards
- **Global Prairie**, Kansas City, MO—Integrated marketing communications firm ([www.global-prairie.com](http://www.global-prairie.com))
- **Oxfam America**, Boston, MA—Content manager for website redesign ( [www.oxfamamerica.org](http://www.oxfamamerica.org) ) and creative project manager for *Fast for a World Harvest*.
- **PEMC**, Newmarket Square, PA—Moderator for conference main stage events, workshops, webcasts, and dinner meetings
- **Point Taken Consulting**, Boston, MA—Senior communications trainer/moderator and marketing consultant.
- **Boston University School of Management**, Boston, MA—Guest Lecturer for regularly scheduled public speaking and business writing seminars
- **Presentation Testing**, Philadelphia, PA—On-camera spokesperson in videos on topics of social and political interest utilized in national focus group testing

PUBLIC INTERACTIVE

Boston, MA

Director of Marketing

2002-2003

Managing Producer, CarTalk.com

2000-2002

Leading provider of branded content and application tools for public broadcasting station websites

#### **Marketing Highlights:**

- Redesigned the corporate website ([www.publicinteractive.com](http://www.publicinteractive.com)) for affiliate stations
- Redefined strategy for and coordinated conferences, collateral, and special events

#### **CarTalk.com Highlights:**

- Conceptualized and directed a complete website redesign ([www.cartalk.com](http://www.cartalk.com))
- Established a highly successful relationship between America Online and Car Talk that did not require a financial investment and increased unique visitors by 25%

HALLMARK CARDS, INC.  
Editorial Director/Adjunct Trainer

Kansas City, MO, 1992-2000

The Goliath of greeting cards found in more than 43,000 US retail stores with estimated annual sales of \$4B

**Highlights:**

- Created prototypes of new products for potential business ventures
- Developed corporate expertise in the humor category
- Pioneered e-cards on Hallmark.com
- Created and wrote popular "Ask Carla the Card Queen" online column
- Led cross-functional team selected to implement a new creative development process for the Christmas greeting card line, the company's biggest revenue producer
- Led training sessions for new Hallmark hires and departmental meetings

JORDAN-CHILES, INC.  
Creative Director/Supervisor

Lexington, KY, 1989-1992

Second-largest advertising agency in that market, providing fully integrated advertising, public relations, and marketing communications services to a diverse client base

**Highlights:**

- Wrote and produced award-winning radio, television, and print advertising for retail clients
- Supervised a creative staff of three
- Founded the corporate video division
- During tenure, billings increased from \$6M to \$11M with no increase in creative staffing

WLEX-TV  
Creative Services Director

Lexington, KY, 1985-1989

NBC affiliate television station in the nation's 65<sup>th</sup> market

**Highlights:**

- Wrote and produced award-winning television advertisements and corporate video presentations

**EDUCATION**

BS in Communications with major in Radio/TV, University of Kentucky, 1985  
Summa cum laude, UK Honors Program, departmental honors  
Finalist, Outstanding Senior Woman