

CARLA S. CURTSINGER

109 West 82nd Street #1D – New York, NY 10024

646.544.4468 (C) – carla@carlacurtsinger.com – www.carlacurtsinger.com – www.stickyegg.com

PROFESSIONAL EXPERIENCE

Independent Contractor

New York, NY 2004 – Present

Creative project management; writing and editorial services; marketing consulting; and Internet site management and redesign.

Featured Clients, Highlights:

- **Cramer Inc.**, Kansas City, MO—Creative project manager for corporate re-branding, website redesign (www.cramerinc.com), and brand creation and marketing (www.taskitproducts.com)
- **Hallmark Cards**, Kansas City, MO—Freelance writer. Wrote children’s book adaptation and trivia game for distribution in Gold Crown stores.
- **Global Prairie**, Kansas City, MO— Freelance writer for AIPC e-newsletters and Facebook pages (www.global-prairie.com)
- **Oxfam America**, Boston, MA—Content manager for corporate website redesign (www.oxfamamerica.org) and creative project manager for *Fast for a World Harvest*.

PUBLIC INTERACTIVE

Director of Marketing
Managing Producer, CarTalk.com

Boston, MA
2002-2003
2000-2002

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

Marketing Highlights:

- Redesigned the corporate website (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)
- 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**

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

JORDAN-CHILES, INC.

Lexington, KY, 1989-1992

Creative Director/Supervisor

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

Lexington, KY, 1985-1989

Creative Services Director

NBC affiliate television station in the nation's 65th 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