

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

COMMUNICATIONS PROFESSIONAL

Creative Project Management – Provide marketing consulting, brand management, and website content management/redesign.

Writing/Editorial – Create marketing collateral, websites, blogs, e-newsletters, media kits, articles and books.

Training & Executive Coaching – Conduct university and corporate communications workshops, seminars and one-to-one coaching sessions.

CONSULTING HIGHLIGHTS (2004-present)

Creative Project Management

- **Inspired Homes**, Kansas City, MO
Creative project manager for website launch (www.inspired-homes.com) and marketing
- **T3 Interactive**, Kansas City, MO
Writer and producer for series of 14 videos embedded in 'PresentR,' a personalized learning software for public speaking and presentation.
- **Cramer LLC**, Kansas City, MO
Creative project manager for corporate re-branding, website redesign (www.cramerinc.com), brand creation (www.taskitproducts.com) and marketing
- **Oxfam America**, Boston, MA
Content manager for corporate website redesign (www.oxfamamerica.org) and *Fast for a World Harvest* marketing collateral

Writing/Editorial

- **Hallmark Cards**, Kansas City, MO
Freelance writer of children's book adaptation (*Prep & Landing*), trivia game (Take Five), and journals.
- **Global Prairie**, Kansas City, MO
Freelance writer for AIPC e-newsletters and Facebook pages (www.global-prairie.com)

Training & Executive Coaching

- **Boston University School of Management**, Boston, MA
Adjunct faculty; conducts regularly scheduled public speaking and business writing seminars
 - **Point Taken Consulting**, Boston, MA
Senior communications trainer/moderator and marketing consultant.
 - **FlexPaths**, Hillsdale, NJ
Facilitator for webinars in change management, communication and agile environments.
 - **PEMC**, Newmarket Square, PA
Moderator for conference main stage events, workshops, webcasts, and dinner meetings
-

IN-HOUSE EXPERIENCE

PUBLIC INTERACTIVE (*now NPR DIGITAL*), Boston, MA

Director of Marketing

Managing Producer, CarTalk.com

Launched website redesign for cartalk.com, publicinteractive.com. Established relationship with America Online.

HALLMARK CARDS, INC., Kansas City, MO,

Editorial Director

Developed corporate humor expertise. Pioneered e-cards. Created and wrote popular “Ask Carla the Card Queen” online column.

JORDAN-CHILES, INC. , Lexington, KY

Creative Director/Supervisor

Wrote and produced award-winning radio, television, and print retail advertising. Supervised a creative staff of three

WLEX-TV (NBC), Lexington, KY

Creative Services Director

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

EDUCATION

New York University

Master’s Certificate in Publishing – in progress

University of Kentucky

BS in Communications, Radio/TV Major

Summa cum laude | departmental honors | Finalist, Outstanding Senior Woman