

# Charla Myers

- <http://www.charlasu.com> •
- [charla@charlasu.com](mailto:charla@charlasu.com) •

## EXPERIENCE

### (Freelance: Various Companies)

*Creative Director/Strategist/Copywriter*

**New York, NY**

January 2007 to present

- Develop marketing and advertising materials for digital, social media, video and print formats.
  - Effectively develop and implement a client's brand strategy.
  - Design a content strategy that engages, informs, and activates a client's audience.
  - Write for a variety of channels and mediums: articles, blog posts, video scripts, advertising banners, instructional copy, and technical documentation.
  - showcase strategy and effectiveness; successful management for all aspects of a project—from brainstorm sessions to schedules; lead all creative disciplines in developing overall vision; and quick delivery of lengthy, detailed content plans and copydecks that are easy for clients to review (i.e., 75+ pages).
- *Clients:*
    - American Express
    - Bausch + Lomb
    - Canon
    - Care Support of America
    - Hearst Interactive Media
    - LG
    - Lincoln Financial Group
    - NBC Local Media
    - Panadol
    - Philips TV
    - Register.com
    - Toyota
  - *Agencies:*
    - Dentsu
    - Foundry 9
    - G2
    - Ogilvy
    - Publicis-Modem
    - Siegel + Gale

### Grey Worldwide

*Creative Director*

**New York, NY**

December 2008 to March 2009

- Acted as creative lead in developing interactive concepts for a variety of clients: E\*Trade, Playtex (infant care), Lilly (Evista), Purolator (oil filters), Pantene, Penguin Books, and Longhorn Steakhouse.
- Helped evaluate potential partner vendors.
- Defined digital role within a traditional shop's framework.
- Managed nearly a dozen direct reports.

### Digitas

*Associate Creative Director*

**New York, NY**

October 2005 to November 2008

- Acted as creative lead in developing interactive concepts for a variety of American Express properties: Personal Cards, OPEN, Entertainment Access, Consumer Travel Network, Merchant Services, HealthPay Plus, and more.
- Developed a \$1 million project that used a 3-D video environment to bring benefits to life for a luxury Card product.
- Created architecture of content flows for AmericanExpress.com on mobile devices.
- Responsible for the career development and annual reviews of direct reports.
- Managed time allocations for all copywriters in the department, including freelancers.
- Created a Portfolio Club to train junior designers and copywriters—helping them to learn about the advertising and interactive industries as well as develop spec work.
- Participated in a five-day management-training program.
- Won 2007 Spark Award for my ability to build confidence and inspire the best work.
- Interviewed potential employees.

### Organic

*Engagement Manager/Copywriter (Freelance)*

**New York, NY**

March 2005 to September 2005

- Directed and launched multiple projects, for clients including: SIRIUS Satellite Radio, Carter's, and Harris Direct.
- Responsible for an annual creative budget of \$1.2 million for SIRIUS and \$.5 million for Carter's.
- Created and wrote a number of e-marketing campaigns for SIRIUS, plus developed cross-sell units on the site.
- Developed content strategy and copy for Carter's.com.
- Produced client, vendor, and team communications, including creative presentation decks and contracts.

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## **Amalgamated Bank—Trust & Investment Services Group**

*Assistant Vice President, Marketing & Communications Manager*

**New York, NY**

December 2003 to November 2004

- Wrote, directed, and produced seven-minute video for high-profile industry conventions, plus orientation and recruiting efforts.
- Designed and wrote numerous marketing materials from brochures and newsletters to advertisements and fact-sheets.
- Revamped Trust & Investment tab of the website, enhancing the user interface and content.
- Wrote all press releases, handled all press inquiries, and developed press strategies on a case-by-case basis.
- Researched and developed press contacts for corporate governance, finance, real estate, plus appropriate industries as necessary.
- Presented shareholder proposals at annual general meetings of portfolio companies.

## **Prudential Financial—EDG (eBusiness Development Group)**

*Copywriter (Freelance)*

**New York, NY and Newark, NJ**

August 2002 to December 2003

- Wrote numerous materials, from direct mail brochures and online advertisements to user manuals and a website style guide (encompassing editorial, design, and development) for use across all Prudential sites.
- Created strategy and content for Help (FAQs, tutorials, etc.) areas across all Prudential sites.
- Produced internal sales pieces—responsible for managing the production team, developing content, negotiating with vendors, and ensuring shipment of materials to distribution sites.
- Trained business-line owners on how to use the Vignette content management application.

## **Time Warner**

*Copywriter/Producer (Freelance)*

**New York, NY**

July 2002 to February 2003

- Produced and wrote “city guides,” featured on the corporate intranet, for hubs within the TW network.
- Developed and wrote editorial style guide for Corporate Communications division.

## **Service Employees International Union (SEIU-32BJ)**

*Sr. Producer (Freelance)*

**New York, NY**

January 2002 to May 2002

- Produced website for tri-state labor union (70,000+ members).
- Created site architectures and wireframes, plus developed matrix of over 800 insurance-benefit scenarios.
- Responsible for all client, vendor, and team communications, including presentations and specifications documents.

## **Organic**

*Producer*

**San Francisco, CA**

December 1999 to March 2001

- Launched online advertising campaigns for national clients, including: Washington Mutual Mortgage (WaMu) and MasterCard.
- Developed client, vendor, and team communications, including: creative and strategy briefs, contractual agreements, style guides, meta sites, and presentation decks.
- Product development for rich-media campaigns, marketing-related mini-sites, and CD-ROMs.
- Managed all production and talent resources, plus schedule and budgetary issues.
- Responsible for an annual creative budget of \$1.2 million for the WaMu account.
- Interviewed potential employees.

## **SF Interactive**

*Producer*

**San Francisco, CA**

October 1998 to November 1999

- Directed and launched multiple website projects, including: Snapple.com, Crissy Field, and WomenFirst.
- Responsible for all team, client, and vendor communications, such as: contracts, briefs, and style guides.
- Designed website architectures, developed and managed project schedules, plus created and supervised budgets.

## **goodcompany.com**

*Editorial Producer*

**San Francisco, CA**

November 1997 to April 1998

- Wrote feature articles.
- Developed online event programming calendar and budget, as well as contractual agreements for online event guests.
- Managed product development of web event and message board (BBS) applications, including the writing of functional specifications and conducting user-training sessions.

*Associate Editorial Producer*

May 1997 to November 1997

- Developed content and architecture for online Help.
- Interviewed potential employees.

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## America Online

*Administrative Assistant/Facilities Coordinator*

- Researched, wrote, and distributed a weekly report on emerging and current Internet trends.
- Wrote and edited for an AOL Internet style guide.

## San Mateo, CA

July 1995 to April 1997

## SKILLS

- Computer-related: MAC O/S; Windows; Microsoft Office, Project, and Visio; Photoshop; Final Cut Pro; HTML; AdKnowledge; Vignette, and various email, FTP, and calendar programs.
- Strategic understanding of brand advertising, marketing, and communications.
- Knowledgeable in Chicago and MLA editorial styles.

## AWARDS & ACCOLADES

2003

Prudential.com

- \* e-Monditor Update Newsletter—Spotlighted revised “Help” section.

2001

Washington Mutual Mortgage's WaMuLand Branding Campaign

- \* Art Director's Club: Online Advertising Campaign--Certificate of Merit
- \* The One Show: Interactive Advertising Campaigns--Certificate of Merit

2000

Snapple's website (Snapple.com) and its subsidiary products

- \* SF Show: Interactive Media, Best Website--Certificate of Merit (Snapple.com)
- \* SF Show: Interactive Media, Best Website--Certificate of Merit (LookfortheSigns.com)
- \* Summit Creative Awards: Best Website, Consumer Informational--Silver (Snapple.com)

## EDUCATION

New School University; New York, NY

Candidate for the Masters of Arts in Media Studies, *expected graduation December 2010*

Boston University, College of Communication; Boston, MA

Bachelor of Science in Broadcasting & Film, May 1994

SPIN Workshop, June 2004