



"A valuable team member who works extremely well with most everyone. Her dedication, expertise, and enthusiasm have made her a respected voice across many different types of projects.

...excellent at project management, to the point that she sometimes outshines the project managers.

...a passionate advocate for both her work and for the best interest of the client.

...eager to learn and get better, and the feeling is infectious on her team members.

...will always do whatever it takes to deliver work that's up to her high standards.

...understands strategy and its importance in the success of a project.

...a self-sufficient worker and excellent writer."

Various Performance Reviews from Digitas

More references & an extensive multimedia portfolio available online @ GO-TOGIRL.COM

---WHAT YOU SHOULD KNOW ABOUT ME---

Tech-savvy, detail-orientated, **creative problem solver** who—given access to the right resources—can learn to do just about anything. **Effective communicator**, curious observer, compassionate listener, and enthusiastic motivator with **strong belief in the power of information and ideas**. Nearly ten years of professional experience in **diverse fields**—and a lifelong passion for learning.

My dream job would integrate research, writing, design, and strategic thinking to develop ideas, products, and services that aim to improve the quality of life for people from all walks of life.

---HONORS & EDUCATION---

B.A., Music History, Composition & Cultural Studies

Hampshire College, Amherst, MA | 1995 - 1998

Who's Who Among America's Teachers (2006 Nominee)

Girls' Varsity Tennis Coach @ Chase Collegiate School, Waterbury, CT | 2002 - 2003

---PROFESSIONAL EXPERIENCE---

Freelance Creative Consultant

Go-To Girl, Wallingford, CT | 2008 – Present

Provide strategic direction and creative services—specializing in information architecture, user experience/interaction design and copywriting for web, mobile, social, and print media. Also available for voiceover performance, audio engineering, technical writing, and website design. Recent clients include Travelers, Yale-New Haven Hospital, Sikorsky Credit Union, and The Hartford.

Senior Copywriter/Senior Interaction Designer

Digitas, Norwalk, CT | 2005 – 2009

Define strategies, provide creative direction, **design interfaces, and write content for multimedia experiences, online ads and promotions, websites, and e-mail communications** for clients such as Delta Air Lines, Sony, and Kraft Foods.

Business Consultant

MM&T, INCorporated, Middlebury, CT | 1999 - 2005

Served as information architect, interface designer, technical writer, marketing director, project manager, website designer and more to **develop and market Microsoft Access database solutions** that help banks manage business continuity regulatory requirements.

Media Planner

Haestad Methods, Waterbury, CT | 1998 - 1999

Worked with senior management, research and development, and in-house graphic design teams, as well as maintained relationships with 200+ print and web editorial contacts, to **develop and implement corporate marketing initiatives.**

---INTERESTS & SKILLS---

Proficiency in Windows/MacOS • Microsoft Office • Visio • iRise • Access • HTML Programming • All Leading Browsers/E-mail Clients

Working knowledge of Photoshop • JavaScript • CSS • Final Cut Pro • XML • Windows Networking • Audio/Visual Production & Programs • Dreamweaver

Passionate about Music • Crossword Puzzles • Biking • Knitting • Reading • Public Radio • Hiking • Yoga • Helping People • Learning New Things