

**Teddy Carroll**  
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## **Summary**

- Freelance copywriter and interactive marketing consultant with nearly 20 years experience in both traditional and online media. Copywriting for TV/radio commercials, Web sites, email campaigns, online advertisements, multimedia, and long form corporate video
- Experienced manager and mentor of writing and cross-functional teams
- Award-winning television writer, producer, and videographer
- Fully-versed media professional with extensive digital media experience including videography, digital editing, scriptwriting, and lighting
- B.A. in Film/Video from Penn State University and Cinematography Fellowship at The American Film Institute

## **Professional Experience**

### **Freelance Copywriter and Interactive Marketing Consultant – May 2006 to Present**

- Provide strategic and tactical support for businesses and agencies
- Copywriting solutions designed for maximum impact within targeted segments
- Turnkey solutions for Web, graphic design, and video production
- Produced full-length video and segments for digital media advertising and marketing
- Specialize in integrated campaign planning using traditional and Web marketing best practices
- Management and creative direction of teams of designers, content specialists, and technical development teams

### **MARC USA**

#### **Senior Interactive Producer – March 2005 to May 2006**

- Managed all aspects of Web site development and online marketing campaigns including program development, creative concepts, copywriting, and media buying
- Wrote online advertising and marketing programs including Web copy, banners, email campaigns, landing pages, and other online applications
- Senior leader of a fully integrated client, creative and account management team
- Member of the Account Management Leadership Committee
- Member and Committee Chair of the NexTech Technology Innovation/Education committee

### **Bank of New York Mellon**

#### **Senior Business Analyst / Content Strategist – March 2004 to March 2005**

- Managed cross functional teams of designers, developers, programmers, content specials, and business owners to establish user-centered design methodologies to be applied to all projects within the CeCS Division
- Created interface designs, functionality standards, information architectures, navigation structures, and usability analysis for Web-based HRO applications
- Successful launch of application resulted in a \$405 million sale of the company and helped to increase a client base from 85 to over 200 Fortune 1000 clients with over five million users
- Subject Matter Expert in Content Strategy, Information Architecture, and Usability Analysis

## **FullTilt Solutions**

### **Senior Consultant, User Experience – December 1999 to June 2002**

- Managed teams of programmers, designers, and writers for the planning, build and launch of Web sites, intranets, internet applications, and online marketing programs
- Authored user-experience development methodology for user experience practice group
- Defined business and user requirements for projects including information architecture, content strategy, sitemaps, wireframes, user personas and use case scenarios
- Defined requirements for and produced digital media content necessary for client marketing programs

## **Océ Groupware Technology**

### **Senior Technical Writer / Usability Specialist – July 1998 to June 1999**

- Created all user documentation for Océ's print room management software, including user manuals, install guides, training manuals, and online help
- Mentored junior technical writing and QA staff
- Functioned as a user advocate, participating in QA and usability testing
- Developed user personae for target audiences and wrote all documentation and performed all testing from the user's perspective

## **Mozes Cleveland & Co.**

### **Copy Manager / Sr. Information Designer – November 1996 to May 1998**

- Managed and mentored in-house and freelance copy writing teams
- Developed copy for Web sites, CD-ROMS, and online marketing campaigns
- Developed site architectures and content strategies for Web, intranet and CD-ROM projects
- Successfully merged 22 distinct online properties for Ernst & Young into one cohesive Web property that followed a single brand, design and content identity at ey.com
- Authored and managed the development of an online CSR training application for Progressive Insurance that trained over 5,000 new hires
- Defined requirements for and produced digital media content necessary for client marketing programs

## **Comcast Cable**

### **Producer / Director / Writer – September 1995 to November 1996**

- Managed a production studio that produced local and regional cable television programming
- Responsible for the creation and production of public affairs programming and live sporting events
- Wrote, produced, and shot all local cable ads for sales and marketing department
- Coordinated the intern and mentorship program
- Won the 1996 Ohio Cable Television Association's Award for Excellence in Local Broadcasting

## **Education**

### **Penn State University – Bachelor of Arts – University Park, PA, 1992**

Courses of Study: Film/Video, English, and Philosophy

### **The American Film Institute – Graduate Fellowship – Los Angeles, CA, 1994**

Course of Study: Cinematography

**References provided upon request.**