

CARLA ROSE FISHER

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Freelance copywriter and consultant for Web and print with proven leadership in editorial, production and customer service management for corporate and Social Media companies. A marketing specialist, I have an affinity for small-business owners and [manufacturers with storied histories](#). Engaging writer and dedicated editor with designer's eye for various online, print and TV/radio formats, including articles, speeches, ads, sentiment and [help/FAQ text](#).

- **Writing and Editing** – demonstrable facility for writing feature human-interest stories and editing magazine, newsletter and online copy
- **Content Management** – meticulous maintenance of overall look and feel, branding consistency and grammatical accuracy of corporate and online copy
- **Customer Service Management** – unique dual perspective on tech issues, combining bottom-line management goals with ease of end-user experience
- **Community Development** – managing internal online profile-building to test functionality limits and provide tips to users from established house handles

PROFESSIONAL EXPERIENCE

STAR KIDZ SA INC., White Plains, N.Y.

2008-Present

Teacher & Office Manager (Part-time)

- Teach singing, acting and dancing skills to kids ages 3+ in [after-school program](#)
- Write and disseminate all communications to parents, ad partners and teachers
- Maintain and update music library, student files and curriculum documents
- Create [Web site copy](#), and design and write brochures and [media kits](#) as needed

RISING MEDIA GROUP, Yonkers, N.Y.

2008–2009

Senior Editor & Staff Writer/Web Site Manager

- Edited all stories for 10 weekly community newspapers during 3-day print run
- Wrote feature stories and sidebars each week and covered community events
- Created and planned copy/layout for Web site and acted as liaison to engineers
- Revised company media kit for sales department

DADA ENTERTAINMENT & UPOC NETWORKS, New York, N.Y.

2002–2008

Community & Content Manager/Copywriter

- Maintained all content for 500K-member social networking site and storefront
- Created and edited short copy for site banners, call-outs, CD inserts and landing pages; long-form copy: e-newsletters, help documentation and FAQs
- Assisted with layout and graphic design of landing pages, banners and flyers
- Blogged from staff handles to add compelling creative content to the community and to test site functionality on multiple platforms for quality assurance
- Conceived new marketing programs based on user trends and client initiatives
- Coordinated with Italy-based translation team to ensure accuracy for U.S. site content, and maintained self-initiated teaching process to reduce future errors
- Created and implemented office hours and sick-day policy for freelance staff

Manager of Customer Service

- Managed 4 full-time staff to handle 2 million-plus user base via SMS and e-mail

- Identified and solved subscriber issues within strict 24-hour response window
- Created and updated CS templates to ensure timely and accurate responses
- Compiled and analyzed weekly user-activity and bug-reporting statistics and recommended trend-based features to executive and product development teams
- Engaged "power users" for focus-group-style feedback and coached them on new functionality to disseminate info in a grass-roots manner
- Created and updated terms and conditions, privacy policy and help text
- Collaborated with executives and law enforcement on highly sensitive CS issues

MANHATTAN MEDIA, New York, N.Y.

2001-2003

Copy Editor

- Edited all copy for *Avenue* magazine and weekly newspapers: *NY Amsterdam News*, *West Side Spirit*, *Our Town*, *The Chelsea-Clinton News* and *The Westsider*
- Collaborated with designers on the fly to trim widows and headlines on-screen
- Proofread, verified and entered data for legal notice billing

MANUFACTURERS' ASSOCIATION OF NORTHWEST PA, Erie, Pa. 2000-2001

Publishing Coordinator/Editor

- Wrote cover stories and sidebars for a 40-page monthly business magazine
- Proofread all magazine features, sidebars, columns, contents table and ad copy
- Conducted interviews and coordinated photo shoots for cover stories
- Planned, prepared and created editorial content for 100-page annual report
- Coordinated and secured all guest columnists and reprint requests

AMERICAN GREETINGS INC., Cleveland, Ohio

1997-1999

Corporate Communications Writer/Community Relations Assistant

- Wrote and edited profiles and features for internal and external newsletters
- Conceived and coordinated logistics for weekly AG-sponsored special events
- Maintained community calendar bulletin boards for 2,000-strong headquarters

F R E E L A N C E H I G H L I G H T S

- Wrote UI and [corporate copy](#), e-newsletters and iPhone app, for [Beezag.com](#)
- Proofread and formatted API doc and white papers for a video conferencing site
- Wrote Web site copy and brochure copy for a [senior resort-style facility](#)
- Created [Web copy](#) and corporate literature for redesign of [upocnetworks.com](#)
- Mapped navigation and wrote copy for Starboard Strategy Corp. site
- Interviewed and wrote profiles for 17 grant award recipients for Starboard
- Wrote copy for a 40-page performing arts brochure for Printing Concepts Inc.
- Wrote TV/radio spots for Fox Sports Ohio, as well as several local businesses

E D U C A T I O N & A F F I L I A T I O N S

Baldwin-Wallace College, Berea, Ohio

Bachelor of Arts in English and Bachelor of Arts in Broadcasting

Minor in Music, with a Concentration in Voice

Member of [The BMI Lehman Engel Workshop](#) and The Dramatists Guild

S K I L L S

Chicago and AP editing styles; MS Office; basic HTML and Quark; WordPress; Request Tracker; social networking platforms; Singing; Songwriting; Athletics