

Carrie Anton

UX Writer ✨ Content Strategist

All-Around Words Girl

THE NUTSHELL

Old school journalist turned UX writer and content strategist with a 20-year history of creating engaging digital and print experiences. My killer storytelling skills and love of strategic thinking strike the perfect balance to satisfy unique audience needs in the authentic voice of any brand.

EDUCATION

Bachelor of Arts, English, Honors, 2000

University of Wisconsin—Madison

CHOPS

ACE: Storytelling | Content Strategy | Copywriting | Research | UX Writing | SEO | Microcopy | Macrocopy | Interviewing | Design-Thinking | Strategic Planning | Storyboards | CMS | Brainstorming | Script Writing | Style Guides | Editorial Calendar Management | Cross-Team Collaboration | Flowchart Mapping | Wordpress | Personas | Mind-Mapping | Canva | Creative Consulting | Google Drive

I CAN HANG: Wireframing | Adobe Creative Suite | Draw.io | Information Architecture | HTML | Graphic Design | Web Layout | Card Sorting | User Journey | User Testing

EXTRA CREDIT

Author of 13 nonfiction books, including *Me, Myself & Ideas: The Ultimate Guide to Brainstorming Solo* (April 2019, Andrews McMeel).

CONTACT



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CAREER HIGHLIGHT REEL

**2000 – 2020 (Full-time 2013 – 2020) | Freelance Communications
Content Strategist, Writer, Editor, Consultant**

- Managed content strategy for multiple clients concurrently, while also producing UX, digital copywriting, blog, social, and editorial content on a diverse range of topics for unique audiences.
- Optimized brands' online content for usability, consistency, SEO, and accuracy based on research and client-provided data while maintaining brand-appropriate tone, voice, and style.
- Published by national, regional, and local print and digital publications, including *Women's Health*, *Family Circle*, *Oxygen*, and *Self*, as well as 10 authored books by traditional publishers between 2013 and 2019.

**2013 – 2020 | Wonder: An Idea Studio
Co-Founder, Creative Training Consultant**

- Trained and consulted for businesses seeking creative tools to solve problems, develop new product lines, and operate more efficiently.
- Designed content strategy to market Wonder and *Me, Myself & Ideas* across social, newsletters, email, landing pages, and videos.
- Pitched, produced, and facilitated live programming on leadership, brainstorming, and content creation for 15 national conferences in 2019.

**2005 – 2013 | American Girl (Mattel)
Editor, Advice & Activity Books (2007 - 2013)**

- Recruited, trained, and directed a team of freelance writers to produce more than 40 nonfiction book projects (2007 – 2012) from ideation to final product, ensuring deliverables met or exceeded organizational goals while simultaneously remained consistent with brand direction, voice, and style.
- Led creative team in innovative editorial team brainstorm sessions.
- Collaborated effectively with creative team, product/brand managers, contractors, supply chain, and other business units.
- Developed product-supporting online and in-store experiences and marketing collateral.

Web Writer, Fun for Girls Site (2005 - 2007)

- Partnered with internal teams and external vendors to conceptualize, plan, and develop online experiences, including games, quizzes, and character-driven digital activities.
- Wrote UX copy for site and game interfaces, and tested user functionality.
- Reimagined print content and product in digital formats to cross-promote initiatives across brand platforms and elevate the user experience.

**2001 – 2005 | American Family Insurance
Strategic Communications Editor (2003 - 2005), Writer (2001 - 2003)**

- Managed 20+ member writing team to produce content across two daily intranet sites, one print magazine, and one digital sales newsletter.
- Served on intranet redesign team conducting user research and usability testing to inform the UX strategy, user flows, wireframes, and overall improvement of upgrading one intranet site into two sites for the company's unique audiences: employees and agents.