

A seasoned pro in content strategy, web design, creative team management, game development, product packaging and brand building. Passionate about quality creative while being focused on results.

Allrecipes.com

2010-present

Director, Online Content

- Drive content strategy to offer visitors to the world's #1 digital food brand a useful experience
- Direct the curation of the varied user-generated content to offer value and relevance
- Manage a growing team of editors and culinary pros to achieve results-oriented creative and SEO success
- Ensure quality editorial and a consistent brand voice across all deliverables—from articles, newsletters, videos and menus to site features, UI copy, merchandising and mobile apps
- Collaborate with Design, Product, PMO, Sales and Marketing to meet the ever-changing business needs from increased ad sales to improved membership signups
- Foster improved efficiencies across the creative department and beyond

Classmates Online

2007-2009

Editorial Manager

- Managed, mentored and grew a team of writers who created user-focused copy under steady deadlines
- Led the Creative Services team from strategizing and brainstorming to the launch of all site pages
- Collaborated with UI designers, information architects and software developers to create effective, interactive solutions for internal clients to meet their dynamic business needs
- Created, updated and implemented an editorial voice to achieve cohesive messaging across the site
- Conceptualized, directed and helped execute copy for products and promotions which enhanced customer conversion and satisfaction, while increasing page views and site stickiness, often in increments of 100%
- Increased my team's productivity by giving them clear feedback and raising their visibility and accountability
- Promoted to Editorial Manager from freelance editor within five months of start date

Cranium, Inc.

2006-2007

Copy Curator

- Led the Creative team in writing names, taglines and packaging copy under tight deadlines
- Collaborated on the re-branding of existing products and the development of new products
- Initiated cross-functional brainstorms on product names and ideas
- Organized content management system and galvanized the other writers in regular "copy chats"

Rebecca Kraus Creative

2006-present

Creative Consultant

- Produce creative solutions for varied clients ranging from tech and energy companies to games inventors
- Write headlines, product content and marketing copy to exceed business objectives
- Create marketing strategies, design gameplay, write rules and packaging communication

Mattel, Inc. Games, Interactive & Youth Electronics Design

Senior Project Copywriter

2000-2006

- Contributed to Mattel Games' success, with increased sales of over 158% in eight years
- Collaborated with internal and external partners to create new and updated games; spearheaded the content and game rules, co-designed the play experience for each product
- Created names, taglines, packaging, website and promotional copy for a variety of brands
- Oversaw the editorial design of preschool games, including "Dora the Explorer Play Park Adventure," which won FamilyFun Toy of the Year Award in 2002. Helped develop a new Fisher-Price brand, "Playchest Games," which won the Management Design Award in 2006
- Developed quality extensions of top-selling brands "Scrabble," "Pictionary" and "Scene It?"
- Initiated processes for ensuring brand integrity and streamlined development time

Project Copywriter

1999-2000

- Aligned with licensors to successfully represent their properties: Disney, Nickelodeon, Sesame Street, Warner Bros., Mark Burnett Productions, ABC, Dualstar and the BBC
- Promoted to Senior Project Copywriter within five months of hire date

Mattel, Inc. (continued)

Freelance Editor

1997-1999

- Managed all the game content and outside writers while staying under budget
- Rewrote “Disney Trivia” which sold over 5 million units, Mattel’s best-selling game to date
- Developed the “Men Are from Mars, Women Are from Venus” game, inspired by the book

Entertainment@Home Magazine

1996-1997

Managing Editor

- Led the nationwide launch of this high-end monthly magazine by recruiting and galvanizing talented writers, conceiving of relevant editorial content and orchestrating the promotions efforts
- Managed deadlines and editorial budgets for all sections of the magazine: Home Theater, Film, Television, Online, Interactive CD, Music and A Parent’s Guide
- Wrote and edited features, reviews and columns for all sections
- Collaborated with the art department to create dynamic illustrations, photography and layouts
- Contributed to PR/Marketing efforts by coordinating the launch party and helping design the website

Entertainment Today Magazine

1994-1996

Music Editor/Contributing Editor

- Directed outside writers for this weekly publication
- Wrote and edited the Music section while designing the layout and graphics
- Researched and wrote reviews and features for the Film section

Baker & Taylor Entertainment Services

1990-1994

Software, Book and Video distributor

Public Relations Coordinator

- Wrote press releases on multimedia news; acted as liaison with PR agencies and press
- Orchestrated and budgeted publicity events and trade shows
- Promoted from Editorial Assistant to PR Coordinator within one year of hire date

EDUCATION

University of California, Santa Barbara: Bachelor of Arts Degree in Psychology

University of York, England: Psychology and Social Policy courses

TEACHER/GUEST SPEAKER

2000-2006

Santa Monica College, Academy of Entertainment & Technology • *Games Design & Interactive Play Dynamics*

Student Writers’ Conference at Alta Vista School, Redondo Beach • *Word Games, Travel Writing*

Otis College of Art and Design, Los Angeles • *Game Development*

Mayfield Senior School, Pasadena • *Global Volunteering*

Young Writers’ Conference, UCLA • *Travel Writing*

COMMUNITY SERVICE

Global Children’s Organization

1999-2002

Member, Board of Directors

- Managed the communications committee by leading the re-design of promotional materials including the website, newsletters and brochures
- Raised over \$10,000 and helped organize fundraising events during my three year tenure
- Served as a camp counselor at peace and reconciliation camps in N. Ireland, Croatia and Los Angeles
- Inspired groups of multi-ethnic kids and adults by teaching non-violent conflict resolution games
- Earned the prestigious Mattel Volunteer Service Award and a grant for \$5,000

KCRW Radio

1997-2006

- Volunteered in answering phones during regular pledge drives and took subscription orders