

CARRIE ANTON, CREATIVE STRATEGIST

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RELEVANT EXPERIENCE

Duluth Trading Company | 2021 – Present

Senior Copywriter II & Creative Manager, Duluth Women

- Transform executive creative direction into holistic omnichannel campaigns by leading cross-functional teams to connect with customers and meet organizational sales goals in unique brand style.
- Present campaigns to executive leadership and key stakeholders to build excitement and help business teams successfully navigate each selling season.
- Strategically translate high-level company objectives into clear and concise tasks to better equip my team of writers to create consistent dynamic content across all channels.
- Established, strengthened, and maintain internal business group relationships allowing for more effective and efficient collaboration that better aligns with the organization's Enterprise Strategic Plan (ESP).
- Improved and implemented strategic communication and creative processes by auditing current practices, soliciting feedback, and partnering with internal partners to streamline workflows.
- Nominated and elected by leadership to serve as the Communications Lead for the organization's first two Employee Resource Groups (ERG): Women in Leadership ERG and Diversity, Equity and Inclusion ERG.

Carrie Anton, LLC | Freelance Communications | 2000 – 2020 (Full-time 2013 – 2020)

Content Strategist, Writer, Editor, Communications Consultant

- Directed and executed content strategy, editorial calendars, copy, and communications for multiple clients concurrently, including American Girl, Reebok, ShopBop (Amazon), and Dick's Sporting Goods.
- Developed unique brand content and communication strategies to optimize marketing funnels for building awareness, attracting prospects, engaging customers, and generating sales.
- Brainstormed, pitched, and wrote original story ideas published by national, regional, and local publications, including *Women's Health*, *Family Circle*, *Outside*, *Oxygen*, and *Self*, as well as authored 14 books (2013 – 2019).

Wonder: An Idea Studio, LLC | 2013 – 2020

Co-Founder, Creative Consultant, and Chief Ideator

- Co-authored *Me, Myself & Ideas: The Ultimate Guide to Brainstorming Solo* (April 2019, Andrews McMeel), and established an omnichannel content strategy to market the book and business.
- Pitched, produced, and facilitated live programming focused on leadership, ideation, and content creation for 15 national conferences (2019).
- Trained and consulted businesses seeking creative tools to solve problems, develop new product lines, operate more efficiently, communicate more effectively, and brainstorm better.

American Girl (Mattel) | 2005 – 2013

Editor, Advice & Activity Books (2007 – 2013) | Web Writer (2005 – 2007)

- Recruited, trained and directed a team of freelance writers to produce more than 40 nonfiction book projects for girls ages 8 to 12 (2007 – 2012) from conception to execution, ensuring deliverables met or exceeded organizational goals while remaining consistent with brand direction, voice, and style.
- Presented and championed content concepts and business solutions to key stakeholders to obtain project buy-in. Wrote book content as product and copy for print and digital channels to support marketing efforts, including events and experiences.

American Family Insurance, WI | 2001-2005

Strategic Communications Editor (2003 – 2005) | Writer (2001 – 2003)

Managed a 20+ member writing team to produce content that aligned with internal partners needs and company objective across two daily intranet sites, one print magazine, and one digital sales newsletter.