

# CARRIE ANTON, CONTENT STRATEGIST

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## Duluth Trading Company | 2021 – 2023

### 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 digital, print and social channels.
- Established, strengthened and maintain internal business group relationships allowing for 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 digital content strategy, editorial calendars, social copy and communications for multiple clients concurrently, including American Girl, Reebok, ShopBop (Amazon), Dick's Sporting Goods and small businesses.
- Developed unique digital brand content and creative 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, generate digital content, 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.
- Maximized audience engagement and book sales by developing complementing digital content, web experiences and in-person events to support marketing efforts.

## 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.