

CARRIE ANTON

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Professional Summary

Results-driven communications and marketing strategist with 20+ years of expertise in crafting compelling content, maintaining brand voice, and driving impactful messaging. Collaborative and adaptable in fast-paced environments.

Key Achievements

- *Strategic Advisor:* Provided invaluable guidance, enhancing marketing and creative initiatives.
- *Creative Campaigns:* Executed impactful marketing campaigns, ensuring compelling messaging and strategic visibility.
- *Budget Management:* Successfully oversaw marketing budgets for cost-effective execution.
- *Trend Awareness:* Stayed abreast of creative and impact trends, offering strategic recommendations.
- *Interpersonal Skills:* Effectively communicated key data, showcasing strong interpersonal and communication skills.

Duluth Trading Company | June 2021 – February 2023 | Mount Horeb, WI

Senior Copywriter II & Creative Manager, Duluth Women

- Led Copy Team, shaping responsibilities and fostering project ownership.
- Optimized team workflows, reducing freelance spend by 40%.
- Collaborated with UX/UI Design Team to enhance PDP and PLP user experience.
- Spearheaded cross-functional campaign teams, leveraging trends and metrics.
- Managed operations and development of the Copy Team, fostering growth.
- Transformed executive creative direction into integrated multichannel campaigns.
- Improved strategic communication and creative processes, enhancing efficiency.

Carrie Anton, LLC | Freelance Communications | September 2000 – March 2020 | Middleton, WI

Content Strategist, Writer, Editor, Communications Consultant

- Managed strategic copy and content for major retail and apparel brands.
- Crafted omnichannel materials, ensuring brand voice consistency.
- Collaborated with diverse brands and businesses for enhanced customer experiences.
- Led content strategy for various clients, defining objectives and achieving results.
- Developed unique digital brand content and creative strategies.
- Generated original stories for national, regional, and local publications.
- Authored 14 books from 2013 – 2019.

Wonder: An Idea Studio, LLC | August 2013 – March 2020 | Middleton, WI

Co-Founder, Creative Consultant

- Trained and consulted businesses, fostering creative problem-solving.
- Pitched, produced, and facilitated live programming for 15 national conferences.
- Co-authored *Me, Myself & Ideas: The Ultimate Guide to Brainstorming Solo* (2019, Andrews McMeel Publishing)
- Established omnichannel content strategy for effective book and business marketing.

Additional Relevant Experience

American Girl (Mattel) | Editor, Advice & Activity Books | Web Writer | May 2005 – January 2013

American Family Insurance | Strategic Communications Editor | Writer | September 2001 – April 2004

Education

University of Wisconsin – Madison, Bachelor of Arts, English