

BRAND STORYTELLER with strengths in ...

- Planning and writing transformative brand narratives
- Translating incisive strategy into award-winning execution
- World-class writing, editing and content management
- Enthusiastic and highly agile collaborator and leader

PROFESSIONAL PROFILE

- Extensive experience planning and executing highly successful brand narratives across domestic and international markets (Americas, APAC, EMEA).
- Proven talent for rapidly planning and preparing messaging strategies, tactical approaches and final content purpose-built for a range of marketing communications channels and news media.
- Adept at working with multiple stakeholders across organizations in researching, planning and executing high-impact messaging and media.

REPRESENTATIVE EXPERIENCE

Lead Writer, *T-Mobile*, Bellevue, WA, 2012 – Present

Developed and execute on T-Mobile's 'Un-carrier' brand voice. Design communications strategies and write key speeches, articles, blogs and other messaging for CEO and other C-level executives. Create and distribute messaging strategies and architectures related to T-Mobile's business. Partner cross functionally to build communication strategies that introduce new products/services, enhance brand reputation, and reinforce service leadership and network quality perceptions, change management and other key initiatives across critical internal and external stakeholders, including proactive and reactive management of news media.

Principal, *Sensiate*, Kirkland, WA, 2007 – 2012

Provided communications services to clients ranging from Microsoft, to nonprofits and a range of early-stage ventures. One of several Microsoft engagements involved redesigning and writing mission-critical components of the company's Windows Phone B2C and B2B web and mobile communications. A bold new research-based strategy and subsequent execution led to an immediate 400% surge in owner registrations and loyalty program enrollment. Long-term SAL and USJC engagements involved market research, strategy and creation of digital and collateral messaging and media.

Director, Global Marketing & Communications, *Expedia Inc.*, Bellevue, WA 2006 – 2007

Established Expedia's first global, multi-brand industry communications program spanning 58 nations and reaching over 110,000 supply partners. Following rapid research and development cycle, the complete program included consistent strategic messaging across the company's family of brands and global markets, strategic press outreach, a pioneering advertising campaign, as well as a comprehensive set of business-critical print, film and digital marketing communications media. Served as ghostwriter for president.

Creative Director, *J Street Consulting*, Washington, DC, 2002 – 2006

Provided strategic consulting and creative services to academic, governmental and corporate organizations. Built strong, service-driven relationships with clients such as Mazda, De Beers, Vodafone, AIG, Lipton Teas, The Brookings Institution, the American College of Cardiology, AARP, BroadSoft, George Mason University, Drexel University, the U.S. Department of Health and Human Services, among others.

Communications Director, *Gateway, Inc.*, Yokohama, Japan, 1998 – 2000

Led development of this firm's first digital communications program for its Asian operations. Conducted in-depth analysis of complex information and communications needs, detailed and gathered resource requirements, reengineered company-wide knowledge management and flow, designed and built supportive digital media and organizational processes, hired and trained management team for this regional Asian program. Served as speechwriter and ghostwriter for CEO.

Communications Director, *American Chamber of Commerce in Japan*, Tokyo, 1997 – 1998

Directed communications for what is often termed the most important U.S. business group outside the United States. Enhanced

quality and effectiveness of media, government and public relations, recasting content strategies, brand presentation, budget priorities and supportive processes.

Communications Director, *The American School in Japan*, Tokyo, 1992 – 1997

Managed communications for this prominent international institution. Orchestrated support by international community in building the organization's first fully integrated print and online marketing communications program. Established award-winning digital communications program, the first of its kind in the nation.

Copywriter, *J. Walter Thompson, Ltd.*, Tokyo, 1989 – 1992

Created global corporate communications, as well as retail and consumer promotional materials for Shiseido, Ltd. Wrote national and international advertising for clients such as Kodak, Ford and Haagen-Dazs.

EDUCATION

Georgetown University, Master's with Distinction in Communication, Culture & Technology, 2002

Carleton College, Bachelor of Arts in English Literature, 1986

Stanford University, Stanford Professional Publishing Program and Executive Refresher Program, 1996, 1998

SKILLS

RESEARCH: Expert in advanced discovery techniques including psychographic, ethnographic, and usability research. **WRITING/EDITING:** Published author. Extensive background in marketing, journalism, and academic writing and editing. **MANAGEMENT/LEADERSHIP:** Experienced leader. Enthusiastic mentor. A genuine passion for dialog and collaboration. **PRODUCER:** Adept at working closely with developers, designers, and leadership teams to produce great marcomm technologies, media and programs.

LANGUAGES

English, Japanese, basic French