

ANNE WHITTAKER

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Director, Creative Strategy

June 2019 – Present, SundaySky

Develop business goals and execute creative content strategy for Fortune 500 companies through UX and personalized, interactive video-powered experiences in verticals including healthcare, telecom, personal finance, and travel.

Senior Writer

July 2017 – March 2019, CarrotNewYork

Led an in-house creative team in concepting and crafting consumer-facing social impact campaigns in print and digital formats including websites, fact sheets, newsletters, flyers, brochures, booklets, guides, video scripts, social media toolkits, blog posts, and digital ads.

Senior Copywriter

April 2014 – July 2017, Healthfirst

Created digital campaigns for customer education, engagement, acquisition, and retention including organic and paid social media, websites, email, SMS messages, video and IVR scripts, and long form copy. Managed content strategy and development for company health and wellness blog, HFHealthyLiving.org.

Development Editor

June 2012 – April 2014, Oxford University Press

Produced Oxford Research Encyclopedias in seven fields of the humanities and sciences, viewable at OxfordRE.com. Curated and edited content for the Oxford Encyclopedias of Islamic Studies.

Associate Editor

June 2010 – June 2012, Pearson Education

Managed budget-planning, editorial processes, and production of 18 teacher education development textbooks per year. Developed MyEducationLab programs in Educational Leadership, Counseling, and Multicultural Education.

Knowledge Base Writer

November 2009 – June 2010, Constant Contact, Inc.

Wrote customer-facing training manuals, product guides, email newsletters, marketing promotions, FAQ database, and company blog. Leveraged social media channels to increase traffic to company blog by 50%.

EDUCATION

National University of Ireland, Galway, Ireland, M.A. in Writing

Emory University, Atlanta, Georgia, M.A. in Literature

Emory University, Atlanta, Georgia, B.A. English/Irish Studies