

Carla Hebert Kirby — writing, editing, marketing, communications

707-228-0311

www.arborcommunications.com

Strengths

Capturing key messages and differentiators

Executing marketing strategies

Varying writing tone for segmentation

Working within a predetermined process

Understanding brand, voice and audience

Understanding client needs and priorities

Writing & Editing

- Develop a variety of communications products for internal and external audiences, applying appropriate language, style and media to suit message and audience
- Write and edit content for marketing collateral, brochures, product sheets, facts sheets, success stories, articles, letters, newsletters, presentations, direct mail, bill inserts, booklets, memoranda, including e-mail and online promotions
- Concept, write and refresh online content and employment communications for Fortune 500 clients of Bay Area advertising agencies including J. Walter Thompson and TMP Worldwide
- Research, write and edit monthly residential print newsletters and quarterly e-newsletter (print circulation: 4.9MM)

Marketing

- Provide communications consultation to assigned business units, including counseling on effective methods (e.g., online, direct response) for developing and distributing effective communications
- Increase growth of key, high-margin accounts by 20 percent through relationship marketing for worldwide book distributor
- Increase profitability by 11 percent through new account acquisition, promotion of expanded product line within existing customer base, distribution agreement cost reductions and on-time delivery with key magazine publishers

Project Management

- Ensure flawless and timely execution of brand transition and acquisition notification campaign to 1.9 million customers through tiered brand transition packages, calling card fulfillment and related media buys
- Implement bi-monthly primary market research tracking study to monitor customers' level of satisfaction, root cause for defection and attitude. Resulted in a 10 percent increase in customer retention
- Coordinate projects from design to distribution and manage vendor support, i.e., printers, database consultants, graphic designers, advertising agencies, fulfillment houses, direct mail houses

Career Brief

Reliable. Capable. Responsive.

Carla is skilled in writing, editing and proofreading as well as managing projects and programs that impact both sales and marketing components of product communications. She has proven herself in successfully meeting objectives for complex projects by applying appropriate language, style and media to suit message and audience. Clients in need of clear, simple online marketing content and direct marketing expertise will value the style and know-how Carla brings to every project.

Expertise

Marketing communications

Employee communications

Writing, editing, proofreading

Online marketing/writing for search

Vendor management

Project and program management

Industry Experience

Energy/Utilities, Education, Healthcare, Insurance, Real Estate, Telecommunications, Travel & Leisure, Financial Services, Medical Manufacturing

Professional History

Arbor Communications, Denver, CO 2001 - present

Freelance Copywriter & Editor – Partial Client List: Medtronic, Fireman’s Fund Insurance, Xcel Energy, Hotels.com, Sun Life Financial, Seagate Technologies, Rex Healthcare

Xcel Energy, Denver, CO 2001 – 2004

Communications Consultant/Writer/Project Manager (Contractor)

Qwest Communications, Denver, CO 1997 - 2000

Field Communications Manager-Intranet, Global Business Marketing Communications

Project Manager, Consumer Marketing Communications

The Innovative Alliance, Denver, CO 1994 - 1997

Account Manager, Computer Book Division

Senior Manager, Health & Natural Living Magazine Division

Crown Publishing, Los Angeles, CA 1992

Copywriter

Advertising Sales

The Network of City Business Journals, San Francisco, CA 1990 - 1993

Advertising Coordinator

Education

San Francisco State University, BS International Business/Communications, 1990

Portfolio & References

Complete portfolio and references available upon request. Visit arborcommunications.com to view online portfolio.

Recent Web site content created by Carla Hebert Kirby

http://www.rexhealthcare.com/Staff_and_Volunteers/Careers/why_work_at_rex.asp

<http://www.wellstone.com/communities.php?community=4>

<http://jobs.hotels.com/index.html>

http://www.seagate.com/www/en-us/about/jobs_at_seagate

<http://www.sunlife-usa.com/careers/>

Client List

Carington Health Center

County of Riverside

Fireman's Fund Insurance Company

Hotels.com

Intercontinental Hotels Group

KLA-Tencor

Medtronic CardioVascular

Qwest Communications

Rex Healthcare

Seagate Technology

Sun Life Financial

Wellstone Communities

Xcel Energy