

Rebecca Kraus

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Cell 310 | 266 – 4452
www.rebeccakraus.com

For over 15 years, I've employed my sharp intuition for branding and quality creative to devise successful design and editorial deliverables with exceptional results. Experienced in web design, creative management, game development, marketing strategy, product packaging and entertainment journalism.

PROFESSIONAL EXPERIENCE

Classmates Online

2007-2009

Editorial Manager

- Managed, mentored and grew a team of writers who created user-focused copy under steady deadlines
- Led the Creative Services team from strategizing and brainstorming to the launch of online ads, SEO and registration pages, onsite features, emails, marketing promotions and transactional pages
- Collaborated with UI designers, information architects and software developers to create effective, interactive solutions for internal clients to meet their dynamic business needs
- Created, updated and implemented an editorial voice to achieve cohesive messaging across the site
- Conceptualized, directed and helped execute copy for products and promotions which enhanced customer conversion and satisfaction, while increasing page views and site stickiness, often in increments of 100%
- Increased my team's productivity by giving them clear feedback and raising their visibility and accountability
- Promoted to Editorial Manager from freelance editor within five months of start date

Cranium, Inc.

2006-2007

Copy Curator

- Led the Creative team in writing names, taglines and packaging copy under tight deadlines
- Collaborated on the re-branding of existing products and the development of new products
- Initiated cross-functional brainstorms on product names and ideas
- Organized content management system and galvanized the other writers in regular "copy chats"
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Rebecca Kraus Creative

2006-present

Creative Consultant

- Produce creative solutions for varied clients ranging from tech and energy companies to games inventors
- Write headlines, product content and marketing copy to exceed business objectives
- Create marketing strategies, design gameplay, write rules and packaging communication

Mattel, Inc. Games, Interactive & Youth Electronics Design

Senior Project Copywriter

2000-2006

- Contributed to Mattel Games' success, with increased sales of over 158% in eight years
- Collaborated with internal and external partners to create new and update games; spearheaded the content and game rules, co-designed the play experience for each product
- Created names, taglines, packaging, website and promotional copy for a variety of brands
- Oversaw the editorial design of preschool games, including "Dora the Explorer Play Park Adventure," which won FamilyFun Toy of the Year Award in 2002. Helped develop a new Fisher-Price brand, "Playchest Games," which won the Management Design Award in 2006
- Developed quality extensions of top-selling brands "Scrabble," "Pictionary" and "Scene It?"
- Initiated processes for ensuring brand integrity and streamlined development time

Project Copywriter

1999-2000

- Collaborated with licensors to successfully represent their properties: Disney, Nickelodeon, Sesame Street, Warner Bros., Mark Burnett Productions, ABC, Dualstar and the BBC
- Promoted to Senior Project Copywriter within five months of hire date

Freelance Editor

1997-1999

- Managed all the game content and outside writers while staying under budget
- Rewrote "Disney Trivia" which sold over 5 million units, Mattel's best-selling game to date
- Developed the "Men Are from Mars, Women Are from Venus" game, inspired by the book

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Entertainment@Home Magazine

1996-1997

Managing Editor

- Led the nationwide launch of this high-end monthly magazine by recruiting and galvanizing talented writers, conceiving of relevant editorial content and orchestrating the promotions efforts
- Managed deadlines and editorial budgets for all sections of the magazine: Home Theater, Film, Television, Online, Interactive CD, Music and A Parent's Guide
- Wrote and edited features, reviews and columns for all sections
- Collaborated with the art department to create dynamic illustrations, photography and layouts
- Contributed to PR/Marketing efforts by coordinating the launch party and helping design the website

Entertainment Today Magazine

1994-1997

Music Editor/Contributing Editor

- Directed outside writers for this weekly publication
- Wrote and edited the Music section while designing the layout and graphics
- Researched and wrote reviews and features for the Film section

**Baker & Taylor Entertainment Services
Software, Book and Video distributor**

1990-1994

Public Relations Coordinator

- Wrote press releases on multimedia news; acted as liaison with PR agencies and press
- Orchestrated and budgeted publicity events and trade shows
- Promoted from Editorial Assistant to PR Coordinator within one year of hire date

EDUCATION

University of California, Santa Barbara: Bachelor of Arts Degree in Psychology
University of York, England: Psychology and Social Policy courses

TEACHER/GUEST SPEAKER

2000-2006

Santa Monica College, Academy of Entertainment & Technology • *Games Design & Interactive Play Dynamics*
Student Writers' Conference at Alta Vista School, Redondo Beach • *Word Games, Travel Writing*
Otis College of Art and Design, Los Angeles • *Game Development*
Mayfield Senior School, Pasadena • *Global Volunteering*
Young Writers' Conference, UCLA • *Travel Writing*

COMMUNITY SERVICE

Global Children's Organization

1999-2002

Member, Board of Directors

- Managed the communications committee by leading the re-design of promotional materials including the website, newsletters and brochures
- Raised over \$10,000 and helped organize fundraising events during my three year tenure
- Served as a camp counselor at peace and reconciliation camps in N. Ireland, Croatia and Los Angeles
- Inspired groups of multi-ethnic kids and adults by teaching non-violent conflict resolution games
- Earned the prestigious Mattel Volunteer Service Award and a grant for \$5,000

KCRW Radio

1997-2006

- Volunteered in answering phones during regular pledge drives and took subscription orders