

ABIGAIL CARTER

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~ SENIOR WEB CONTENT PRODUCER/STRATEGIST/WRITER ~

Decisive, action-oriented, and results-driven professional offering 20+ years of experience in eCommerce, publishing, and emerging technologies at Audible.com and as CEO of start-up, Writer.ly. Highly proficient in all forms of written communication (technical, website, instructive), skilled in building excellent rapport with clients, team members, and engineering. Known for ideation, design and implementation of large innovative, web-based, customer-centric eCommerce solutions, an analytical problem-solver able to anticipate issues and create new systems that streamline operations, resolve concerns, and improve efficiency.

AREAS OF EXPERTISE

- Product Development
- Strategic Ideation
- New-Business Development
- Rapid Application Development
- Stakeholder Management
- Account and Partner Management
- Support Documentation
- eCommerce
- Digital Book Publishing
- Service Marketplaces
- Project Management
- Business Analytics
- Customer-centric UX
- Customer Relations Management
- Change Management
- Process Creation & Improvement
- Training/Team Building
- Search Engine Marketing (SEM)
- Social Media Marketing
- WordPress, Squarespace Platform
- Various CRM Platforms
- Content Origination
- Technical (Instructional) Writing
- Editing, Blogging

SELECTED ACHIEVEMENTS

Writer.ly: Using lean methodologies, conceptualized, planned and deployed successful online marketplace for authors seeking service providers building user base of 5000+ using social media, guerilla marketing and customer relationship management.

Audible.com: Senior Director, with direct supervision and product development, content production of all new website initiatives, strategic planning, user experience, specification documentation, scheduling, team and process management, testing and launch. Initiatives: gift center, new membership schema, B2B initiatives, device and software interfaces, and overall site re-design.

T3 Media: Client liaison, project lead for all aspects of a project life-cycle for large technical eCommerce websites: ideation, planning, scheduling, design, development, implementation and testing. Clients: Microsoft, Johnson & Johnson, Sony.

Routledge Publishing: Strategic evaluation of emerging publishing technologies, worked with printers and typesetters, aiding in their adaptation to new, industry-disrupting processes.

Published Author/Blogger/Speaker/Teacher: *The Alchemy of Loss: A Young Widow's Transformation* published in four countries, self-published *Remember The Moon, A Novel*. **Blogs:** <http://abigailcarter.com>, <http://indiepubchat.com> ; **Teach and coach** on all aspects of memoir writing. **Speak** on grief and loss, writing, blogging, WordPress, Scrivener and self-publishing.

PROFESSIONAL EXPERIENCE

Chesser Roe, SPS

June 2016 – Present

Director, Online Services

- Developing and implementing an online and social media marketing strategy for a boutique, start-up tea company, managing SEO, writing and editing site copy via Shopify platform.

- Continued

Freelance book publisher, website producer, social media marketer

June 2016 – Present

Self-Employed

Working with individuals and companies to produce websites promoting their business and/or books using mostly WordPress and Squarespace.

Working with individuals to produce their self-published books, involving cover design and interior book design using Adobe InDesign; managing the production process of creating a book and uploading books to a variety of distribution channels including IngramSpark and Amazon’s CreateSpace and KDP (Kindle Direct Publishing, now part of CreateSpace).

Bibliocrunch.com, New York, NY

June 2015 – May 2016

Chief Marketing Officer, contract

Online platform for helping authors collaborate with curated editors, book designers, marketers, and other publishing professionals who can take their book to the next level.

- Developed, implemented and managed social media and email marketing strategy and participated in in-person events, designing, writing and producing hand-out collateral.
- Wrote 3 technical manuals: “24 Hours to Build Your Author Website,” essentially a beginner’s guide to WordPress, “24 Hours to Format Your Book,” teaching authors a variety of technologies for producing their own book, and “24 Hours to Learn Scrivener,” a beginner’s guide to learning the writing software, Scrivener.

Writer.ly, Seattle, WA

May 2012 – May 2015

CEO / Co-Founder

A technology startup specializing in connecting the self-publishing author community with publishing industry service providers.

- Conceptualized, planned and deployed successful online marketplace, working cross-culturally and cross-functionally with technology teams to develop proof-of-concept environment. Development teams were based in Redmond, India, and Vietnam.
- Co-developed fundraising pitch, raising seed funding of over \$100K
- Established CRM (Zendesk and InSightly) system for tracking vendors, managing customer service and internal project workflow.
- Managed execution of custom editorial content of Writer.ly’s blog: planned and wrote articles, produced videos, managed and edited guest articles, worked with SEO, social media and analytics to increase traffic flow to editorial site to 2600 active monthly users. (Now called www.indiepubchat.com)
- Implemented, wrote, maintained social media campaigns and weekly MailChimp email newsletters to mailing list of over 6000. Built social media audiences: Twitter engagement: 75K followers, Facebook engagement: 6K likes.

AUDIBLE.COM, Wayne, NJ

Apr 2000 – July 2003

Director, Site Production

The Audible online marketplace provides encoded downloadable digital audio content including books, plays, and other programming.

- Worked directly with stakeholders defining, documenting and prioritizing project requirements, reporting on milestone achievements, negotiating signoff for new features or delays, and synchronizing deliverables to eliminate blockages of technical development.
- Created, implemented and refined a development process to improve schedule, task and communication workflow throughout the organization
- Planned and documented all project specifications, determined business rules for site communities based on stakeholder requirements, designed user interfaces and site architecture; assimilated departmental feedback,

wrote comprehensive functional specification for each initiative, orchestrated development schedule and deployment, creatively problem solved when confronted with unanticipated issues and blockages.

- Managed design and development teams, including hiring, salary reviews, performance reviews, day-to-day management of tasks and schedules.

T3 MEDIA, New York, NY

Mar 1998 – Jan 2000

Creative Producer/Project Manager

T3 Media was a New York-based web development company whose clients included Microsoft, Johnson & Johnson, Sony, Janssen Pharmaceutica

- Produced large technical eCommerce websites, concurrently managing multiple new client engagements, analyzed clients' business models and worked with internal teams (design, development and programming and QA).
- Liaised with client, conceptualized, planned, scheduled, tracked costs, managed project scope, and deployed various client site implementations.

ROUTLEDGE PUBLISHING, London, UK

Electronic Text Processing Controller

Dec 1993 – Jan 1995

Routledge is one of the world's largest academic publishers, publishing thousands of books every year

- Strategically evaluated emerging publishing technologies.
- Worked with printers and typesetters, aiding in their adaptation to new, industry-disrupting technologies to ensure future compatibility with internal production requirements.
- Evaluated in-house processes and established new protocols for author engagement, internal manuscript production and employee training.

TECHNOLOGY SKILLS

Languages, Software & CRM: HTML, CSS, WordPress, Squarespace, Scrivener, MS Office, MailChimp, ZenDesk, Insightly, Hootsuite, Tweepi, Asana, Trello, and all social media platforms.

EDUCATION / LICENSES

Memoir Writing Accredited Certification, UNIVERSITY OF WASHINGTON, Seattle, WA

Literary Fiction, Accredited Certification, UNIVERSITY OF WASHINGTON, Seattle, WA

Certified Advertising Agency Practitioner Program - CAAP, Toronto, CAN

Book Design Accredited Certification - THE LONDON COLLEGE OF PRINTING AND DISTRIBUTIVE TRADES, London, UK

Bachelor of Arts, Sociology/Fine Art – UNIVERSITY OF WESTERN ONTARIO, London, CAN

VOLUNTEER

2010-Present, Board Member, Secretary, Hedgebrook, Whidbey Island, WA. www.hedgebrook.org

2013-2015, Member, Advisory Board, Digital Publishing Certificate Program, University of Washington Professional and Continuing Education

2008-2015, Board Member, Secretary, The Healing Center, Seattle, WA. www.healingcenterseattle.org

LANGUAGES

Native English, Intermediate French