



Carol Carmick

Strategic copywriting

Brand strategy

Audience insight

2725 SE 34th Avenue

Portland OR 97202

503 / 233-3693

standing.wave@gmail.com

Overview

Seasoned and versatile writer and strategist whose work clarifies complexity, motivates action, and delivers results.

- Solves client problems by combining big-picture perspective with tactical expertise
- Special knack for simplifying technology and highlighting its benefits in human terms
- Perceptive researcher and listener who distills strategic insights from diverse sources
- Content background in healthcare information technology

Expertise

Copywriting
Web, print, interactive,
video, email, social media
Instructional design

Brand strategy
Messaging
Naming
Facilitation

Communications strategy
Content strategy
Audience interviews
Persona development

Clients

Childrens' Developmental
Health Institute
BP
ClearAccess
Colgate
Dell
Dossia
FEI
Freightliner
Hewlett-Packard
HL7 International
Intel
Kaiser Permanente
Kodak

Liaison Technologies
Medscape
Merant
Microsoft
Onvia
PeaceHealth
RadiSys
Regent Education
SAIF
Target
TriMet
Trisomy 13 Foundation
Vestas
vSide.com

Agencies
52 Ltd.
Babcock & Jenkins
Causeit, Inc.
COPIOUS
Dunthorpe Marketing
Gere+Donovan
HMH
McClenahan Bruer
PMSI
Rumblefish
XPLANE

Experience

2006–present

Freelance Strategic Copywriter
Standing Wave, Portland OR

2003–2006

Senior Brand Strategist
Senior Copywriter
ID Branding, Portland OR

Concepted and wrote brochures, websites, ads, newsletters, training, and other deliverables. Facilitated discovery and brand strategy workshops; conducted audience interviews and focus groups; researched and wrote messaging and brand platforms.

- *Intel Corporation, Santa Clara CA.* Developed and trained on a methodology and template to promote customer-focused messaging throughout the corporation.
- As lead strategist for Intel's Dossia initiative, performed research, wrote brand platform, and led name development.

Carol Carmick

2002–2003	Product Usability and Documentation Manager <i>MyHealthBank, Portland OR</i>
2001–2002	Strategic Copywriter <i>Standing Wave, Portland OR</i>
1991–1994	Documentation Manager <i>INTERSOLV (now Serena Software), Beaverton OR</i>
1987–1990	Documentation Manager Senior Technical Writer <i>SBT Corporation, Sausalito CA</i>
Education	B.A. in Comparative Literature, University of California, Berkeley CA Undergraduate studies, Reed College, Portland OR
Training	Facilitation Intensive, Tree Bresson, 2011 Facilitation Training, Resolutions Northwest, 2011 Neighborhood Mediation Training, Resolutions Northwest, 2009 “Mediation and Conflict Resolution,” Confluence Center, 2001