

Christa Charter

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<https://missingspooncommunications.com/portfolio/>

Copywriting
UX copy
Web content
Social media

Email campaigns
Content management
Documentation
Product naming

Blogging
Editorial calendar
Video scripts
Brand voice

Senior Xbox Global Brand Copywriter – Team Red Dog – April 2017 to June 2018

- **Creative** Wrote copy for Xbox platforms (Xbox One S, Xbox One X), hardware bundles, packaging, accessories, etc.
- **Voice** Ensured consistent brand tone of voice and style across marketing activity
- **Curation** Created and maintained copy libraries used as the foundation for retail, packaging, web content, and advertising
- **Naming** Owned naming of products, features, and programs from ideation to legal review
- **Brand** Reviewed all Xbox marketing materials to ensure adherence to brand guidelines
- **Guidelines** Created copy and naming guidelines and educated stakeholders

Chief Wordsmith – Missing Spoon Communications – May 2011 to April 2017

- **Email** Wrote demand gen/nurture email campaigns for Microsoft Azure, XumaK, Guidant Financial, Boost Mobile, etc.
- **Blogs** Authored blog posts for Hidden Path, Guidant Financial, and various Microsoft groups
- **Developer** Content creation and management for NCR developer site
- **UX** Delivered UI text for NCR, Silver, Blockbuster Express
- **Web** Wrote web copy for NuWest Group, Unequal, XumaK, Sounds Amazing, Guidant Financial
- **Author** Wrote and marketed 7 books <https://www.amazon.com/ChristaCharter/e/B005GY03O8>
- **Video** Scriptwriting for live Inside Xbox show, July 2018

Senior Account Supervisor – Edelman Digital – November 2010 to May 2011

- **Creative** Wrote and managed social media for Microsoft's official Facebook and Twitter accounts
- **Strategy** Social media engagement strategy for clients including Microsoft, Qualcomm, Cisco, and Volkswagen
- **Specialization** New Business Knowledge Manager for Digital West (West coast offices of Edelman Digital)
- **Metrics** Establishing and tracking KPIs. Reporting via Rowfeeder, Radian6, bit.ly, Facebook Insights, Google Insights, and Twitter Analytics
- **Community** Subject Matter Expert in Community; building, engagement, and management

- **Research** Analytics and background for new business opportunities including brand perception, conversation audit, and competitive analysis
- **Tools** Earned Edelman's "Social Media Black Belt"
- **Pitches** Drove social media proposals for new client pitches. This included research on brand perception, conversation audit and competitive analysis

Mobile Programming Lead – Microsoft – April 2010 to November 2010

- **Strategy** Drove strategy for Xbox Live content on Windows Phone 7
- **Localization** Delivered marketing content for 19 locales in 5 languages
- **Cross-team** Collaboration with stakeholders in dev, test, marketing, and PR
- **Innovation** Launched Microsoft's first 3-screen (web, console, phone) content franchise: "Gamer Spotlight"

Xbox Live Community Manager – Microsoft – June 2004 to April 2010

- **Engagement** Engaged with customers and amplified marketing initiatives on Xbox.com, Xbox Live, Xbox forums, and social media
- **Production** Text and video coverage of industry events and esports for Xbox.com and Inside Xbox
- **Video** Wrote, produced, and hosted weekly video segment on Inside Xbox in the Xbox Dashboard
- **Media** Represented the Xbox Live Community in the press
- **Community** Created and managed social programs: Xbox GamerchiX (10,000+ female members in 32 countries) and Xbox Ambassadors
- **Events** Created and managed Xbox Live programming such as Ladies Night, Cross-Platform Clash, Frag Doll Friday, Co-Op Night, Xbox All-Nighter, and Family Game Night to promote new games
- **Management** Managed team of three contractors
- **Campaigns** Drove concept, design, content, and promotion for seasonal campaigns and created events around game launches
- **Web** Worked with writers, designers, editors, and web production team to manage, program, and create content for the community channel of Xbox.com and the Xbox Voices Blog
- **Forums** Managed the Xbox.com forums, recruited and managed volunteer forum moderators
- **Promotions** Worked with Marketing and Legal to plan and execute promotions, contests, and sweepstakes, Game with Fame, and Game with Developer events for the community

Published Works

Fiction: *The Sleepless Nanny; Schooled; Pwned; Griefed; Glitched; Summer Wind* Non-fiction: *BYOP: Be Your Own Publisher*; foreword to *Jane Jensen: Gabriel Knight, Adventure Games, Hidden Objects*

Education

Arizona State University - Psychology