

# Christa Charter

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Social media strategy  
Community building  
UI text  
Consumer technology

Content management  
Editorial calendar  
Documentation  
Web content

Copywriting  
Email campaigns  
Video scripts  
Executive blogging

## **Missing Spoon Communications – Chief Wordsmith - May 2011 to present**

- Social media and community strategy and execution for clients including Signal Studios, Blade World Games, Hidden Path Entertainment, Dee Mak Ltd and more
- Demand gen/nurture email campaigns for XumaK, Guidant Financial, and Microsoft Azure.
- UI text for clients including NCR, Silver, and Blockbuster Express.
- Web copy for Guidant Financial, NuWest Group, XumaK, and Sounds Amazing.
- Authored six novels and a how-to book.

## **Edelman Digital – Senior Account Supervisor - November 2010 to May 2011**

- Social media engagement strategies for clients including Microsoft, Qualcomm, Cisco and Volkswagen.
- New Business Knowledge Manager for Digital West (West coast offices of Edelman Digital).
- Established and tracked KPIs, reporting through Rowfeeder, Radian6, bit.ly, Facebook Insights, Google Insights, and Twitter Analytics.
- Subject matter expert in community building, engagement, and management.
- Research and analytics for new business opportunities including brand perception, conversation audit, and competitive analysis.
- Social media coverage of CES 2011 including a live stream of the Microsoft Keynote on the Microsoft Facebook page.

## **Microsoft – Mobile Programming Lead - April 2010 to November 2010**

- Content strategy for Xbox Live on Windows Phone 7.
- Collaborated with stakeholders in dev, test, marketing and PR.
- Marketing content for 19 locales in five languages.
- Planning for Windows Phone 7 “Mango” update.
- Created and launched first three-screen (web, console, phone) franchise: “Gamer Spotlight.”

## **Microsoft - Xbox Live Community Manager - June 2004 to April 2010**

- Engaged with customer on Xbox.com, Facebook, MySpace, and Twitter.
- Used social media to amplify Xbox marketing initiatives.
- 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.

- Wrote and managed the “making of” and “how to” content around the launch of Xbox 360.
- Was the Xbox Live personality “Trixie360” for Xbox 360 from 2005-2010.
- Produced text and video coverage of industry events such as the Game Developer Conference, E3, PAX, eSports tournaments, product launches, etc. for Xbox.com and Inside Xbox.
- Wrote, produced, and hosted weekly video segment on Inside Xbox in the Xbox 360 Dashboard through June 2009.
- Created and managed social programs: Xbox Ambassadors (gamers helping gamers in dozens of languages and countries) and Xbox GamerchiX (10,000+ female members in 32 countries).
- 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.
- Managed the Xbox.com forums, recruited and managed volunteer forum moderators.
- Worked with Marketing and LCA to plan and execute promotions, contests, and sweepstakes, Game with Fame and Game with Developer events for the community.
- Contributed to the nomination and selection of Xbox MVPs.

#### **Microsoft - Technical Writer, Xbox User Education – February 2002 to June 2004**

- Wrote, laid-out, and produced *X and the City*, a weekly internal newsletter.
- Was the project manager and writer of the original Xbox Live instruction manuals for North America, Europe, Australia, and Asia.
- Created content for the Xbox Live Technical Beta website, the Xbox Live Consumer Beta website, and the Xbox Live portion of the Xbox.com site.

#### **Sierra On-Line – Copywriter/Assistant Editor - January 1995 to February 2002**

- Concepted, wrote, edited, and proofread packaging, print ads, web banner ads, web content, corporate communication and direct mail pieces, brochures, and other collateral sales materials.
- Coordinated projects with internal creative director, art directors, account managers and product managers.
- Product naming, positioning, and competitive research.

#### **EDUCATION:**

**Arizona State University** – Psychology

**University of Washington, Bothell** – Culture, Literature, and the Arts

**School of Visual Concepts** – Advertising Copywriting

**University of Washington** – Non-Fiction Writers Program

#### **OTHER:**

Volunteer work for Girl Scouts, Evergreen Hospice, and Women’s Global Leadership Initiative.

#### **PORTFOLIO:**

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