



Work Experience

Betaville, Present

Joined with director Andrew Leitch to form our own company. Betaville specializes in creating, directing and producing original video content for screens of all sizes—mobile screens, computer screens and TV screens.

Modem Media/Digitas, January 2005-September 2007

Senior Copywriter for **Delta Air Lines**, Modem East's largest account. Writer for a major redesign of **delta.com**, from creative concepting to launch. Created brand voice and style guides. Led writing workshops for clients. Conceived and wrote banners, landing pages, interactive demos, and direct campaigns. Led the creation of the **Delta SiteSeer Challenge**, an online reality show/travel competition, which was Delta's first foray into video content.

R/GA, April-November 2004

Senior Copywriter. Wrote New York City's **2012 Olympic Bid** website (nyc2012.com); provided interface copy for **Circuit City's** in-store kiosks; helped create video presentations for **Purina**; and created concepts and copy for banners, flash demos, e-mail campaigns, and landing pages for **Verizon**.

Freelance, November 2003-April 2004

Projects included print ads appearing in *Wine Spectator* and the *New York Times Magazine* for Kobrand Corporation; and patient and physician-focused content for Joint Effort Physical Therapy's website.

Iconoculture, Inc., November 2002-October 2003

Generation X Editor for a subscription-based daily trend-watching website for Fortune 500 clients. Scouted for trends, managed a staff of reporters, and wrote and edited 15-20 weekly articles on consumer trends in Food & Beverage; Home & Garden; Arts & Entertainment; Fashion & Retail; Technology; Sports & Fitness; Beauty; Travel & Leisure, etc.

Freelance, February 2001-November 2002

Copywriter and consultant for various companies. Projects included:

Sony, Inc., October-November 2002

Worked with the Marketing and Product Development departments to create a comprehensive guide for a new, proprietary web-based site-management tool for **Sony.com**.

Audible Inc., March-October 2002

Wrote site copy and crafted e-mail campaigns for **Audible**, an online retailer of downloadable audio books and programs.

XL Global Services, January-September 2002

Consulted on content strategy and wrote copy for global and local **XL Capital**, **XL Insurance**, and **XL Reinsurance** websites and intranets.

HealthCare Dialog, June 2001-December 2002

Served as lead technical writer for **Novartis MRC**, a medical web portal created by **Novartis** for physicians and their patients. Consulted on information design and brand/marketing strategy.

ModemMedia, February-March 2001

Wrote new copy and punched up existing copy promoting **IBM's** consulting services for the Global Services section of **IBM's** website.

Alexandra Tolk

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iClips, Inc., June-December 2000

Lead copywriter at iClips, a provider of streaming video e-mail services. Conceived marketing campaigns and wrote CD ROM presentations, site copy, technical help, ad banners, and print collateral.

On2 Movies, October 1999-May 2000

Head writer for The Joey Berlin Show, a weekly celebrity interview show. Wrote “Pop-Up Video”-style factoids about celebrities and intros and outros, and edited video interviews. Co-writer for Hot Pix, a movie news show. Both original shows incorporated streaming video with interactive web content created by On2 for a broadband audience.

LinkShare Corporation, January-September 1999

As in-house writer for the marketing department, developed and wrote content for **LinkShare.com**, LinkShare's public website devoted to explaining affiliate marketing. Created banner campaigns and offline marketing materials. Wrote copy and help for LinkShare's back-end site and manuals for users.

T3 Media, Inc., August 1997-December 1998

Interactive Copywriter at T3 Media. Projects included the **American Express Government Services** website and interactive demos for **American Express Corporate**; site copy for **NTT America** and the **National Tour Association**; a flash demo for **Sony**; and style guides for **Deutsche Bank**.

SiteSpecific, April-September 1996

Head copywriter for the prototype site of HomeTown, **AT&T's** network of city-guide sites. Wrote editorial content and guides for city affiliates. Created banners and mini-sites for **Duracell** and **3M**.

IBM Small Planet Pavilion, January-March 1996

Wrote feature articles and copy for **IBM's** website about technology, performance and education.

Time Warner Electronic Publishing/LTI, February-December 1995

Created a web game to promote **QIN: Tomb of the Middle Kingdom**, an educational CD-ROM game about ancient China, and edited the interactive encyclopedia of ancient Chinese history and culture built into the game. Conducted research for **Bartlett's Familiar Quotations** on CD-ROM.

Education

Playwriting Fellowship, **The Juilliard School**, New York, NY, 1996-7

MA in English Literature, **The University of Warwick**, Coventry, England, 1993

BA (English Major, Creative Thesis), **Vassar College**, Poughkeepsie, NY, 1991