

**Autumn Rhea Carpenter**

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**ARC, INK – Allen, TX**

2000-present

Sole proprietor

\* Worked with editorial staff and publisher of SUCCESS magazine [www.success.com](http://www.success.com) to book, obtain rights, schedule and produce the monthly SUCCESS Magazine CD, SUCCESS Book Summaries and SUCCESS Audio Series.

\* These tasks included: researching interviewees, writing interview scripts, booking crew, studio time, talent, post-A/V production coordination of editorial schedules, maintaining transcription, maintaining timelines for packaging design process, conducting transcription edits, multimedia development, delivery of masters and facilitating internal requests for review copies and approval copies.

\* Coordinated with SUCCESS.com staff to provide digital audio and video content for Web use.

\* Performed copywriting duties for B2B advertising and interactive agency <http://42en.com/> writing website content, mailers, brochures, advertisements, press releases, and other forms of communication for the agency's 20+ clients ranging from food ingredient to industrial companies.

\* Published features articles in various print magazines, including *Texas Meetings & Events*, *Long Island Bride & Groom*, *Rockford Woman*, *Northwest Quarterly* magazine, *Illinois Meetings & Events* magazine, *Texas School Business* magazine, *Austin Business Journal*, *Austin Monthly*, *urbanhome*, *Tribeza*, *austinwoman*, *AUSTIN*, *Texas Teacher*, *Austin Baby & Family Life*, *Community Impact Newspaper*, *Weddings in Houston*, *Austin Wedding Day*, *Texas Hill Country*, and *So Go Now Travel*, and *Travellady Magazine*.

\* Researched and wrote scripts for ADEO, [www.adeointeractive.com](http://www.adeointeractive.com) an Emmy award-winning video, marketing and event-planning service. They provide audio walking tours about celebrated attractions, including museums, wine, music, and other topical subjects.

\* Ghostwrote the president's column and 'Ask a Builder' column for the Austin Home Builder's Association <http://hbaaustin.com> and published weekly in the Homes section of the *Austin American Statesman*.

\* Volunteered with Girlstart [www.girlstart.org](http://www.girlstart.org) writing grant proposals, award applications and conducting grant fund research.

\* Produced press releases for publicity firm, PR By the Book <http://www.prbythebook.com/> and Caver Public Relations <http://www.caverpr.com> reaching national broadcast and print media for companies such as Modella Footwear, O'Connor & Associates, Lifeway Press, and Surgical Outcomes.

**MOTOROLA/LIAISON RESOURCES – Austin, TX**

2001-2003

Audio and Video Producer

[www.motorola.com](http://www.motorola.com)

\* Conducted pre-production setup, including researching local talent, developing scripts, shot sheets and storyboards and assisted with production and post-production activities.

\* Recorded in-house events, meetings and training sessions to later edit and distribute for promotional use.

\* Researched, coordinated and conducted in-studio audio and video webcasts.

\* Engineered audio interviews, which involved measuring sound levels, determining voice quality and utilizing state-of-the-art equipment.

\* Created corporate movies, by digitizing, editing to music and adding effects, ensuring the final product met the client's needs.

## **YAHOO! BROADCAST – Dallas, TX**

1998-2001

### Entertainment Producer

[www.yahoo.com](http://www.yahoo.com)

- \* Conducted in-studio video interviews with film directors and actors, which were prominently featured on the site.
- \* Designed, created, and managed the film section of entertainment channel.
- \* Created an interactive, multimedia-based newsletter that promoted the site's top webcasted events and was mailed to over 500K recipients on a bi-weekly basis.
- \* Attracted publicists, filmmakers, directors, and actors to participate in the section's growth.
- \* Regularly assembled, filtered, and updated the best quality content from participating film companies and content providers.
- \* Monitored topical trends in entertainment content section to highlight compelling content.
- \* Nurtured participating film promoters to improve their content contributions.
- \* Wrote original content for the entertainment channel, for high-profile events, such as The Oscars and Victoria Secrets Fashion Show.
- \* Interacted with various movie studios, such as Paramount Pictures, Columbia, Warner Brothers, Universal, New Line Cinema, Disney and USA Films.

## **PERFORMANCE PRINTING CORPORATION – Dallas, TX**

1997-1998

### Public Relations Coordinator

<http://www.performanceprinting.net>

- \* Generated press releases and newsletters for in-house and external client purposes.
- \* Developed company's first website, coordinating design and content management.

## **TEXAS RESEARCH INSTITUTE – Austin, TX**

1996-1997

### Publications Coordinator

<http://www.tri-austin.com>

- \* Incorporated trade show brochures, engineers' proposals and marketing information for widely distributed media kits.
- \* Utilized publishing software to combine graphs, photos, graphics and scientific copy into each engineer's reports.
- \* Created a bi-monthly newsletter, directed at environmental, chemical and governmental agencies.

## **EDUCATION**

BA, Southwest Texas State University (Texas State University), San Marcos, TX, 1994 – Cum Laude:  
Mass Communications/English

<http://www.txstate.edu>

## **SOFTWARE**

- \* Multimedia - Adobe Premiere, Media i100, and Final Cut Pro
- \* Publishing – Dreamweaver, In Design, QuarkExpress and Photoshop
- \* Office Management – Microsoft Office

## **PROFESSIONAL AFFILIATIONS & ACTIVITIES**

- \* Freelance Austin member - [www.freelance-austin.org](http://www.freelance-austin.org)
- \* DeNucci & Co. Reserve List member - [www.denucciandcompany.com](http://www.denucciandcompany.com)