

# Carole Ann Dicton

908.689.6797 \* carole@utterclarity.com \* 133 Belvidere Ave., Washington, NJ 07882

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## Professional Writer

Articles/Newsletters \* Brochures \* Customer Testimonials, Success Stories, Case Studies  
Ad Copy \* Direct Mail \* Radio, TV, On-Hold Scripts \* Web Copy \*

16+ years experience conceptualizing, planning, managing and executing communication programs and materials. Particular expertise in writing, editing and online communication.

*Creative Collaborator \* Ownership-Oriented Project Manager \* Quality-Conscious Contributor*

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## Experience

**UtterClarity**, April 2002 – present

Proprietor, providing business writing, editing, Web content and communication consulting services.

- **Scholastic, Inc.** [client since June 2003] *September 2006 – present*: Developing case-study-style customer success stories for use as marketing collateral.  
*June 2003 – June 2006*: Provided writing, editorial and management support for global, internal employee newsletter (until newsletter was eliminated).
- **Object 9.** [client since November 2004] Providing writing and editorial support to team at award-winning marketing, public relations and creative services firm.
- **Chemidex.** [February - October 2006] Provided writing and editorial support to Global Marketing Director.
- **International Specialty Products (ISP).** [March 2004 –December 2005] Provided editorial and writing support to Marketing Communication Team.
- **Trustfile.** [contract client April 2003 – December 2004] Provided marketing communication support for customer correspondence, Web site, trade show displays and other marketing materials.
- Other clients: Cap Gemini/Ernst & Young; Reyes Marketing; Siemens Financial Services; Siemens Medical; Wizdom Media.

**Concert** (a global venture of AT&T and BT), July 2000 – March 2002

Online Communication Manager and Senior Writer, Corporate Internal Communication

- Led strategy and development of all online corporate internal communication for global corporation of 7,000 employees.
- Oversaw all elements of daily, email-distributed, company-wide internal newsletter. Managed development of intranet news features.

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### **Honeywell**, *October 1998 – June 2000*

Manager, Internal Communication, Specialty Chemicals business unit

- Led all internal communication activities for global business of more than 4,000 employees in 30+ sites.
- Developed communication strategy and materials for senior leadership team.
- Contributed to organization-wide communication during AlliedSignal-Honeywell merger.
- Re-designed and re-launched business unit intranet. Established and managed quarterly business unit newsletter, *Spectrum*.

### **Cognitive Communications**, *January 1997 – September 1998*

Associate Communication Consultant

- Provided strategic communication and intranet consulting to high-profile clients as part of a cross-functional team of technical, artistic and communication professionals.
- Clients included: Apple Computer, Seagram Company Ltd., John Hancock and The McGraw-Hill Companies.

### **Gemini Consulting**, *July 1991 – January 1997*

Internal Communication Specialist, *September 1994 – January 1997*

- Collaborated with team members at all levels of this global management consulting firm to develop and implement communication programs, materials and events with company-wide visibility.
- Other roles held: Senior Desktop Publishing Specialist, *November 1992 – August 1994*;  
Desktop Publishing Specialist, *July 1991 – October 1992*.

### **Pro Bono Clients**

Warren County Habitat for Humanity, Domestic Abuse and Sexual Assault Crisis Center of Warren County, Mychal's Message, Chrissy Hartman Memorial Scholarship Fund

### **Education**

B.A., English and Mass Communications  
King's College, Wilkes-Barre, PA

### **References**

Available upon request.