

Carole Ann Dicton

908.689.6797 | cadicton@comcast.net

Communications Professional

Experienced Writer & Editor

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

20+ years of experience conceptualizing, planning, managing and executing
communication programs and materials.

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

Experience

New Jersey Highlands Water Protection and Planning Council, *February 2012 - present*
Manager of Communications

- Deliver a broad range of communication services for regional planning agency charged with implementing the Highlands Act, which seeks to protect water resources for more than half the state's population.
- Responsibilities include development of print materials (press releases, annual reports, brochures, fact sheets), content to support web site, and editing of technical documents.

UtterClarity, *April 2002 – March 2012*

Freelance resource, providing business writing and editing support.

- **Scholastic, Inc.** [June 2003 – March 2012] *September 2006 – March 2012*: Developed case-study-style customer success stories for use as marketing collateral; Provided editorial support to Education Group for product overview brochures and teacher guides. *June 2003 – June 2006*: Provided writing, editorial and management support for global, internal employee newsletter (until newsletter was eliminated).
- **Object 9.** [November 2004- February 2012] Provided writing and editorial support to team at award-winning marketing, public relations and creative services firm.
- **The Bailiwick Company.** [April 2008- February 2012] Provided writing, editorial, and project management services to team at public relations, marketing and communications firm.
- **Shearman & Sterling.** [July 2008 – August 2009] Wrote and edited quarterly pro bono practice newsletter.
- Other clients: AT&T; Avaya; Cap Gemini/Ernst & Young; International Specialty Products (ISP); Reyes Marketing; Siemens Financial Services; Siemens Medical; Wizdom Media.

Domestic Abuse and Sexual Assault Crisis Center, *August 2009 – December 2011*

Part-Time Grant Writer

- Ensured funding to support an operational budget of over \$800,000 for this county-wide agency in northwest New Jersey.
- Maintained existing funding sources while researching new opportunities with both government and private funders.
- Secured over \$300k in new funding during tenure with agency.

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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.

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*.

Community Service Affiliations

Warren County Habitat for Humanity, Domestic Abuse and Sexual Assault Crisis Center of Warren County, CASA SHaW, 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.