



# MARGARET J. CROCKER

MARGARET@MARGARETCROCKER.COM

## EDUCATION

- Vermont College of Fine Arts: MFA in Writing for Children and Young Adults
- University of Pennsylvania: MA in Communication (focus on children's media)
- Rutgers University: BA in English & Communication

## SKILLS & EXPERIENCE

### Freelance Interactive Content Producer & Writer 2005–Present

- **Project Management:** schedules, budgets, licensing, approvals, vendor management, voiceover sessions
  - Scholastic Inc.: *Bug Genius* LeapFrog app, "Build a Bear" web continuity as Producer
  - Little, Brown Books for Young Readers: website, book trailer, app, and banner ad management for titles such as *Daughter of Smoke & Bone*, *Mysterious Benedict Society*, and *Beautiful Creatures* as temp Digital Marketing Manager
  - Sesame Workshop: webpages and online game development for *Sesame Street* as Producer
- **App and eReader Content Development:** concept, game design, problem sets, testing (both kid and QA)
  - Barnes & Noble: Nook Color eReader picture book prototyping
  - Scholastic Inc.: Storia eReader activities, *Bug Genius* LeapFrog app
  - Little, Brown Books for Young Readers: *Mysterious Benedict Society* app
  - Health Teacher: "Go Noodle" apps
- **Documentation:** Design documents, content specs, wireframes, screen flows, asset lists, game scripts, problem sets, recording scripts, copy decks
  - Scholastic Inc.: *Bug Genius* LeapFrog app, Storia eReader activities
  - Health Teacher: "Go Noodle" apps
  - Little, Brown Books for Young Readers: concept and design docs for new Teen and Kid portal sites, as well as title sites and apps as temp Digital Marketing Manager
- **Scripting:** dialogue and logic scripting for interactive products
  - Career Cruising: "CC Spark!" in-school career tool (interactive "webisodes")
  - Speakaboos: Interactive storybook scripts
  - Fisher-Price: "Dora Links" interactive mysteries; various interactive toy content (see also below)
  - Tara Toy: Disney "Fun to Draw" art instruction DVDs
- **Copy Writing:** educational, kid-friendly, for print and screen
  - Scholastic Inc.: Parents site articles and reviews, title minisite copy (see also below)
  - Sylvan Learning Workbooks, including 5<sup>th</sup> Grade Writing Success, 3<sup>rd</sup> & 4<sup>th</sup> Grade Reading Comprehension Success
  - The History Channel: Point-of-Interest entries for "History Here" app
  - Connections Academy: State History online lessons (Louisiana and Utah)
  - Hooked On Phonics: Leveled readers, including *Slim Sam* and *How Do We Get There From Here?*

### Content Producer, Fisher-Price Toys 2004–2005

- Developed play patterns, wrote scripts, and directed voiceover recording sessions.
- Managed budget/schedule, outside vendors, and in-house/licensor approvals.
- Worked with Winnie-the-Pooh, Barney, Sesame Street, and other brands.

### Producer/Associate Producer, Scholastic Inc. 1998–2004

- Produced and developed content for marketing websites and consumer software.
- Co-wrote and co-produced "Dragon Tales: Learn & Fly With Dragons" CD-ROM game.
- Collaborated with design/development to meet budget and schedule.
- Worked with Clifford, Dragon Tales, Captain Underpants, and other brands.