



MARGARET J. CROCKER

MARGARET@MARGARETCROCKER.COM

EXPERIENCE

MargaretCrocker.com Brooklyn, NY

Writer and Producer (October 2005-present)

- write toy and DVD scripts, website copy, early readers, workbooks, and middle-grade novels
- develop games and play patterns for interactive media and toys
- provide web project management, including wireframing, design direction, and approval routing
- clients include Scholastic, Fisher-Price, Sylvan Learning, and Hooked on Phonics
- Recent Projects:
 - www.mediamacaroni.com—2 guest blog entries
 - www.popsicle.com—site copy for Summer 2009 relaunch
 - Dora Links Doll—script for online game component and doll content uploads
 - Hooked On Phonics Learn To Read PreK-2—early readers and extension workbooks
 - Sylvan Learning Success Workbooks—Reading Comprehension 3-5, Writing 5, Spelling 3-4, Vocabulary 1-2, and Alphabet Activities K.

826NYC Brooklyn, NY

Volunteer (October 2005 - present)

- create and teach writing workshops for children ages 9-14
- assist with collaborative writing field trips, provide in-school writing supervision

Fisher-Price New York, NY

Content Producer (February 2004 - September 2005)

- wrote and edited scripts and developed music for branded toy lines
- worked with licensors such as Disney, Sesame Workshop, and Warner Bros.
- collaborated with in-house designers and engineers on play pattern development
- managed freelance writers and composers, directed voice recording sessions

Scholastic Inc. New York, NY

Associate Producer, Consumer Software (September 2002 - February 2004)

- co-produced *Dragon Tales Learn & Fly With Dragons* CD-ROM
- developed story and game design, co-wrote voiceover and logic scripts
- managed contractors (writer, educational consultant, and composer)
- oversaw all usability testing and subsequent design revisions

Producer, Kids Fun Online (August 2001 - September 2002)

Associate Producer, Kids Fun Online (August 2000 - August 2001)

- developed website content based on Scholastic books and properties
- supervised design and development teams through project term
- created and maintained project schedules, budgets, and content specifications

Sales & Marketing Coordinator, Consumer Software (September 1998 - August 2000)

- coordinated public relations, marketing and sales activity for two product lines

Sesame Workshop, New York, NY

Intern, Sesame Street Research (September - December 1997)

- assisted in conducting comprehension and appeal research studies for *Sesame Street*

EDUCATION

Vermont College of Fine Arts, *M.F.A. in Writing for Children* (July, 2010)

University of Pennsylvania, *M.A. in Communication*

Rutgers University, *B.A. in English/Communication*