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Writing and editing
Content strategy
Running journalism

About me

I am co-founder of DesignCode, Inc., a two-person firm (founded in 1995) that provides writing, editing, content strategy and information architecture/user experience-related services for clients in a range of industries. For close to 10 years I have focused exclusively on editorial strategy and development. Prior to that I was a graphic designer for interactive media and, before that, for print. I enjoy solving editorial problems both large and small, whether that means performing a content audit of a 2,000+ page website, or figuring out how to write a compelling banner ad in 30 characters or less – and everything in between.

How I can help you

I can bring value to your project with my ability to:

- **Analyze and organize.** I can plow through, process and synthesize large amounts of information and document what I've found – with the ultimate goal being to shape what may have started out as a big, unruly mess into something coherent. I'm also a stickler for good version control.
- **Empathize with users.** I strive to provide a positive, successful user experience in every deliverable, because a satisfied user is ultimately what's best for the client. My first question is always, "What does the user need to learn, do or obtain?"
- **Apply branding to deliverables.** I understand the importance of presenting a consistent brand experience and am skilled at the practical application of a brand and its elements to editorial deliverables.
- **Adapt to a project's unique needs.** The services and deliverables I can provide are fluid rather than fixed. Over the years, in addition to copy I have provided content audits, competitive/best practice audits, style and tonal guidelines, content migration plans, editorial calendars, training presentations and tutorials, in-person writing workshops, help systems, search engine optimization, and more.
- **Understand other domains.** I spent years as a graphic designer. For another period I worked in user interface design. I have done some programming (although not very well). I have been a project manager. While I don't claim to be expert in any of these areas, my extensive exposure to them means I have a fairly deep understanding of how my work impacts (and is impacted by) these domains.
- **Write and edit.** Last but not least, I am a good writer and editor. I am also fast and meticulous, and I have never missed a deadline.

Who I've worked for

Current and recent clients include:

- Charles Schwab & Co.
- Ford Foundation
- IBM
- Modus Associates
- Rodale Press
- Siegel+Gale
- Sullivan & Co.
- The Architect of the Capitol
- Yale University
- Wunderman

Past clients include (partial list):

- American Express
- Barnes & Noble.com
- Dell Computer
- Fidelity Investments
- mba.com
- Siegel+Gale
- TIAA-CREF
- UBS
- William M. Mercer

Business areas I've worked in

I have experience in the following industries. Asterisked items indicate extensive experience:

- Creative agency*
- Financial services*
- Hospitality
- Management consulting
- Media and entertainment
- Nonprofit
- Online retail
- Publishing
- Small and medium business
- Technology*

Current projects

Writing and editing

Nationwide Insurance

- Modular communications system
Currently working as part of a team of writers to rewrite and restructure hundreds of customer communications letters and notices. Goals include: imbuing content with a more customer-friendly tone, rewriting complex communications in plain English; consolidating and modularizing common copy elements and entire letters so they can be more efficiently reused and updated.

Content strategy

Architect of the Capitol

- Website rearchitecting and redesign
Currently working to update a large governmental intranet. Tasks include: auditing a 600 page website to document editorial content, downloadable collateral and other elements; producing a “current state of the site” audit; documenting the textual/editorial elements of a new information architecture; creating a formal hierarchy of content topics and types for CMS tagging; providing other editorial guidance.

Running journalism

Magazine work: *Running Times* and *Runner’s World* (Rodale Press)

- Feature articles on topics such as road race management and winter training strategies
- Profiles/interviews with both elite and non-elite runners
 - > <http://runningtimes.com/SearchResults.aspx?Query=threlkeld&NumResults=10>
 - > <http://www.runnersworld.com/photo/nyc2010/finishers/>

Book authoring/editing

- Co-authoring an e-book on training and injury prevention with world-class elite running coach Sandra Khannouchi. [Still in development.]
- Served as contributing editor for *Training on Empty*, a memoir of anorexia by former Colorado high school running champion and Pike’s Peak ascent record holder Lize Brittin. [Still in development.]

A few past projects

Content strategy: Charles Schwab

- Advisor “showcase” sitelet
Assignment: Consolidate a far-flung collection of content (demos, FAQs, services copy, tutorials) into a single sitelet to educate prospective independent advisors on what Schwab Institutional has to offer. [Not yet launched.]
- Enterprise-wide content strategy
Assignment: Work with representatives of Schwab Institutional’s business units and departments (marketing, sales, business partners, practice management, technology, etc.) to help them devise a coherent, unified approach to how they plan, develop and distribute their content. The major deliverable is an internal editorial calendar and simple set of editorial team roles and a workflow for managing the content creation process from quarter to quarter. [Deliverables are all internal.]

Writing/Content strategy: Charles Schwab

- Recruiting site for prospects
Assignment: Create a site to market Schwab’s services to independent financial advisors with the ultimate goal of recruiting them as customers of the firm’s custodial services. I wrote approximately 95% of the copy on this site after working closely with the information architect to devise a structure for all of the on screen and supporting content (video, downloads, demos, etc.).
 - > <http://www.schwabadvisorcenter.com/public/>

Writing: Dell Computer

- Take Your Own Path Campaign

Assignment: Write numerous profiles of Dell customers that have benefited from Dell's SMB IT services and expertise.

- Other various and sundry: individual sales brochures covering various Dell products and services for use at industry events; a 5-page advertorial showcasing Dell's capabilities in data and storage management, mobile computing and virtualization; SEO optimized titles/descriptions for featured Dell videos on YouTube and LinkedIn.

Writing: TIAA-CREF

- Educational brochures

Assignment: Write a series of brochures for current and prospective customers to educate them in plain English about basic financial planning and investing concepts, while soft-selling the firm's products and services. A sample from the suite of four brochures is shown below.

> <http://tinyurl.com/jt-tiaa>

Writing: East Canyon Hotel and Spa

- Web copy for a luxury hotel

Assignment: Write all copy for a luxury resort that caters to an affluent clientele and offers a unique mix of five-star quality and informality. With the exception of rotating promotional copy, all of the copy here is mine.

> <http://www.eastcanyonps.com>

URLs

Business

> <http://designcode.com>

Personal

> <http://houstonhopefuls.com>

> <http://raceslikeagirl.com>

Education

BFA, Illustration, School of Visual Arts

MPS, Interactive Telecommunications, New York University

References

Available upon request. I'm also happy to provide more details about any of my current and past projects.