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CHARLENE
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PROFESSIONAL EXPERIENCE

FREELANCE WRITER & LECTURER – Copenhagen, Denmark 2013 to present

I design and write game narrative, teach interactive fiction workshops (most recently at ITU and the Irish Writers' Centre) and lecture at game festivals (most recently Konsoll 2018, Creative Coast 2018 and Nordic Game Jam 2018).

WRITER / LARIAN STUDIOS – Dublin, Ireland 2015 to 2019

I wrote overall story, quests, characters and dialogues for the *Divinity* series of games, including *Divinity: Original Sin – Enhanced Edition* (October 2015) and *Divinity: Original Sin 2* (September 2017). I also spent 2 years working intensely on an as-yet-unannounced project.

LECTURER / TRINITY COLLEGE DUBLIN – Dublin, Ireland 2016 to 2018

I taught Interactive Narrative on the MSc in Interactive Digital Media course. My responsibilities included planning every element of the courses, leading classes, preparing reading lists and playing lists for the students and correcting all graded assignments.

LECTURER / DUBLIN INSTITUTE OF TECHNOLOGY – Dublin, Ireland 2014 to 2018

I taught Project Management, Interactive Narrative and RPGs & LARPs on the BA in Game Design. My responsibilities included planning every element of the courses, leading classes, preparing reading lists and playing lists for the students and correcting all graded assignments. In addition, I was a member of the pitching team for the Masters in Creative Digital Media, providing industry-level feedback several times each semester to all Masters students on their proposed apps.

PRODUCT OPERATIONS TEAM LEAD / FACEBOOK – Dublin, Ireland 2010 to 2013

I began working in Facebook focusing on international testing, user insights and user satisfaction. I was promoted to lead the Dublin Product Operations team where we ensured an excellent user experience for people using Facebook in languages other than English (especially right-to-left languages). My team's responsibilities included writing content for the Help Centre, testing features across multiple languages, raising user feedback to the design and engineering teams, and ensuring that the voice of the global user was heard (loudly!) within the company.

- ✓ Promoted to management position within one year due to high level of project management expertise, including total overhaul of all contact points from users/advertisers to Facebook & an exhaustive overview of European user satisfaction through Medallia surveys.



- ✓ Led an “i18n Roadshow” to introduce internationalisation issues to the engineering, product and design teams within the company in October 2012 where we met with each product manager to explain how our team could help them improve global user experience leading to massive improvement in interest and communication, especially for Arabic and Hebrew.

WEB DESIGNER / **ADAPTABLE INK** – Dublin, Ireland

2008 to 2010

I worked as a freelance web developer and designer, focused on providing high quality online presence and marketing to small Irish businesses, including *J Hick & Sons, St Joseph of Cluny School, The Bubblegum Club, Brightwater Consulting* and *Doctor Nerd*.

CREATIVE WRITING TEAM LEAD / **GOOGLE** – Dublin, Ireland

2005 to 2008

I initially worked within the AdWords team and was quickly promoted to lead an editorial approvals team of more than thirty-five workers where I held responsibility for organisation and working quality of the team. I built and mentored our team, then created an extensive training programme to transition this work to Hyderabad, India, where I trained the new team. Subsequently, myself and two colleagues set up the fledgling Market Analytics Team, which we grew to the forty-strong Strategic Initiatives Group (now responsible for all of Google’s customer marketing in EMEA). My final role was Creative Writing Team Lead – responsible for multi-language newsletters and blogs within EMEA, English-language marketing collateral including all trade show presentations for the UK, and frequent director-level research requests.

- ✓ Promoted four times within three years due to high quality of work. Was accepted for the Leadership Development Programme within Google (run through the Irish Management Institute). Received two Gold awards, one for transition of editorial approvals to our Indian office and the other for creating ‘Google University’ presentations to help advertisers understand advanced aspects of Google AdWords.
- ✓ Developed the strategy for newsletters and blogs within EMEA and implemented this strategy with a staff of fifteen across multiple language markets, leading to over twenty vertical-specific newsletters and six regular Google AdWords blogs in Q2 2008 alone.
- ✓ Overall responsibility for all UK trade show presentations (‘Google University’), which were given to audiences of 2000+ at ad:tech, Search Engine Strategies, Online Marketing Show, Irish Businesswomen’s Conference and many more. Other presentations created include one for Larry Page (co-founder of Google) and one for the Vice-President of China.

EDUCATION & TRAINING

IAPP / **Certified Information Privacy Professional in Europe (CIPP/E)**

2012

UCD / **MLitt (Distinction) in Near Eastern Languages**

2001 to 2003

Title: *“The Nature of Eden: River, Tree and Serpent as interpreted by Philo, Ephrem and Ibn Ezra”*
Languages: Hebrew, Syriac, Aramaic, Hellenistic Greek

UCD / **BA (First Class Hons) in Near Eastern Languages**

1998 to 2001

Major Subject: Hebrew; Minor Subjects: Syriac, Aramaic, Hellenistic Greek

REFERENCES ON REQUEST

