

RITA WALSH

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ritastradlingbooks.com/portfolio

PROFESSIONAL SUMMARY

Romance Scriptwriter, Narrative Designer, and Creative Writer with an MFA in Writing, specializing in cliffhangers, micro-beats, and character and emotion-driven storytelling. Proven ability to turn data into narrative and monetization strategies that boost engagement and conversion. Two-time USA Today Bestselling Author with 24 published romance novels. Skilled collaborator across art, implementation, and technical teams.

PROFESSIONAL EXPERIENCE

Narrative Designer

Crazy Maple Studio | Nov 2023 – Oct 2025, May 2026 – Present

Crafted branching narrative scripts for Chapters: Interactive Stories. Shipped 5 games, all with above-goal revenue per player.

Wrote episodic scripts and produced branded in-app promotional copy, push notifications, and marketing blurbs with a focus on voice consistency, clarity, and reader conversion.

Edited outlines and scripts for narrative strength, genre fit, hooks, and monetization potential during development.

Authored behavioral mapping reports linking player data to narrative engagement, creating a strong iterative feedback loop.

Collaborated with art, implementation, and project management teams.

Romance Ghostwriter

Reedsy & Upwork | Oct 2018 – Present

Outlined Romance Fiction projects for clients and companies.

Ghostwrote 9 romance novels and novellas, matching clients' voice and style requirements.

Provided developmental feedback on story structure, genre positioning, and audience alignment.

Managed long-term client relationships and invoicing.

Focused on emotional pacing and high-conversion story arcs for digital platforms.

Contract Writer

Crazy Maple Studio | March 2026 – May 2026

Wrote 3 chapters per week for a Billionaire Mafia Romance title on Chapters, maintaining hook density, emotional beats, romantic heat, and monetization strategy aligned with platform benchmarks.

Editor-in-Chief

Seltzer Nation | Feb 2022 – Mar 2024

Led editorial and analytics strategy using SEO and Google Analytics to optimize content performance.

Managed a team of writers; edited and scheduled long-form digital content.

Wrote and edited branded copy and SEO-optimized articles under Level 6 Marketing's content framework.

Created keyword-based metadata systems that improved search visibility and engagement.

Planned high-conversion social media campaigns.

Author

Rita Stradling Books | Aug 2012 – Present

Two-time USA Today Bestselling Author of 24 published romance novels.

Winner of Kindle Scout.

Publishing credits with Kindle Press and Tantor Media, Inc.

EDUCATION

MFA in Writing – California College of the Arts, San Francisco, CA

Focused on genre fiction and screenwriting; mentored by Jasmin Darznik and Tom Barbash.

BA in Art History – Humboldt State University, Arcata, CA

Concentrated on 20th-century art and museum practices.

AWARDS & HONORS

USA Today Bestselling Author

Kindle Scout Winner (2017)

SKILLS

Narrative & World Design • Interactive Storytelling • Character Arcs • Story Pacing • Copywriting • Editing • Metadata Strategy • Data Analysis • Cross-Team Collaboration • Leadership & Mentorship • Story Design Documentation & Communication • Deadline Management • Market Trend Analysis • Screenplay-Style Dialogue Writing

TECHNICAL SYSTEMS

Google Analytics • Google Sheets (Modeling & Simulation) • Google Suite • Adobe Creative Suite • Microsoft Office Suite • CMS • ERP • GenAI Tools (Prompt Design & Workflow Automation) • Data Modeling • Player Behavior Analysis • KPI Tracking (DAU, IAP, Conversion) • QA Pipelines • Asana

Professional references available upon request.