

RITA WALSH

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PROFESSIONAL SUMMARY

Narrative Designer and Creative Writer with an MFA in Writing and over a decade of experience writing interactive narratives with immersive worldbuilding, unforgettable characters, emotionally resonant storylines, and screenplay-style dialogue. Proven ability to turn player data into narrative and monetization strategies that boost player engagement and conversion. Two-time USA Today Bestselling Author with 23 published novels. Skilled collaborator across art, implementation, and technical teams. Passionate about blending storytelling, analytics, and innovation to craft immersive, high-performing games.

PROFESSIONAL EXPERIENCE

Romance Ghostwriter

Reedsy & Upwork | Oct 2018 – Present

- Wrote Romance Fiction for clients and companies.

- Provided developmental feedback on story structure, genre positioning, and audience alignment for fiction projects.

- Managed long-term client relationships and invoicing.

- Developed promotional copy for published titles, including product descriptions, blurbs, ad copy, metadata, and audience-targeted messaging.

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

Narrative Designer

Crazy Maple Studio | Nov 2023 – Oct 2025

- Crafted five branching narrative games for Chapters: Interactive Stories 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.

- Tasked with creating data mapping sheets to predict trends in genre, tropes, pacing, and audience behavior.

- Built advanced Google Sheets models to simulate attrition, choice randomness, and revenue forecasting, refining monetization strategies to meet goals.

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

- Collaborated with visual and marketing teams to align narrative, promotional copy, and user experience.

Editor-in-Chief & Content Writer

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.
Implemented GenAI tools for content creation, research, editing, and AI-assisted article development.

Author

Rita Stradling Books | Aug 2012 – Present

Two-time USA Today Bestselling Author of 23 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 | 2020 – 2022

Focused on fiction and creative nonfiction; mentored by Jasmin Darznik and Tom Barbash.

BA in Art History – Humboldt State University, Arcata, CA | 2003 – 2007

Concentrated on 20th-century art and museum practices.

AWARDS & HONORS

USA Today Bestselling Author (2x)
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 • AAA Game Analysis

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) • Familiar with C++, Autodesk & QA Pipelines • Asana

Professional references available upon request.