



**Carrie Yutzy**  
**Web Producer, LegalZoom**

Carrie is a social media doyenne, web producer, and part-time Jedi. She has worked in internet marketing since graduating from USC in 2004 and currently leads social and word of mouth marketing efforts at LegalZoom, the nation's leading online legal document and filing service.

Although she is now focused on social media, Carrie's experience is spread across a variety of specialties, including content, audience building, user experience, and technology. She is an open-source crusader and proponent of interactivity and information dissemination.