David Bolick | copywriter-editor

226 Orange St., Oakland, Ca. 94610 ♦ **510-601-9554** ♦ davebolick@gmail.com

*Senior‐level copywriter/editor with more than 20 years of experience
(long and short form, UI/UX, B2B, B2C) seeks contract, full-time, and project work. (Available for remote work only until further notice).*

Experience

**Dave Bolick communications** —1992-2022 — [www.davebolick.com/portfolio.htm](http://www.davebolick.com/portfolio.htm)

Create targeted content for wide-ranging audiences, including C-level decision makers. Achieve effective communication results via concise, compelling, highly readable content. Experienced with wide variety of writing styles and audiences. Expert-level proficiency with major style guides. Broad knowledge of business, marketing, and technology. (keywords: B2B, B2C, AI, big data, Web, UI/UX, collateral, brochures, HR, solution briefs, direct marketing, video scripts, technical documentation, case studies, press releases, white papers, marketing data sheets, blogs, SEO, tech, energy, utilities)

**Sample contract assignments**

**DHC Consulting; Woodside, Ca.** — 2003-2021 —*Senior Writer/Editor*

Write and edit a variety of internal and external-facing content for global tech giant, including customer, partner, and internal audiences. Achieve superior results across various media, formats, and audiences. (keywords: Web content, solution briefs, technical specifications, executive bios, Flash and video scripts, white papers, direct email, newsletter articles, SaaS, IaaS, converged infrastructure, cloud computing)

**Databricks; San Francisco, Ca.** — 2018-2019 — *Senior Writer/Editor*

Wrote and edited Web content, newsletters, emails, and blog posts for AI/big data firm.

**Connect Direct; Redwood City, Ca.** — 1999-2003 —*Senior Writer*

Wrote content for B2B direct-response mail/email, landing pages, collateral, and Web, for startups and growing tech companies, e.g., cloud, storage, security, and SaaS. Achieved superior response rate (up to 4% – less than 1% is the industry norm), writing direct marketing content.

**Ion-Global; San Francisco, Ca.** — 1998 — *Web Editor*

Rewrote content for 1000-plus industrial-product Web pages for W. L. Gore & Associates, in support of company’s industrial divisions’ rebranding initiative.

**Cisco Systems, Inc.; San Jose, Ca.** — 1997 —*Corporate Editor*

Edited various content, including white papers, data sheets, and marketing reports.

# Education

# *B.A.*, Communications (cum laude), 1987; **University of Connecticut**

*MBA,* 1989; **UC, Berkeley**;*coursework in marketing and advanced editing*