

David Bolick | COPYWRITER-EDITOR

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*Senior-level copywriter/editor with more than 20 years of experience
(short and long form, B2B, B2C) seeks full-time, contract, and project work.*

Experience

Copywriter/editor — 1992-2017 — www.davebolick.com/portfolio.htm

Create targeted messaging for wide-ranging audiences, including C-level decision makers. Achieve powerful 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, Web content, brochures, solution briefs, direct marketing, scripts, technical documentation, case studies, press releases, white papers, marketing data sheets)

[Sample contract assignments](#) (plus thousands of successful freelance projects)

DHC Consulting; Woodside, Ca. — 2003-2017 — *Senior Writer/Editor*

Write and edit a variety of marketing and internal communication materials for major global tech company, for 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)

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

Wrote B2B direct-response mail/email, landing pages, collateral, and Web content for startup and growing tech companies, e.g., cloud, storage, security, SaaS. Achieved superior response rate (up to 4% – less than 1% is the industry norm), with direct marketing campaigns for clients including Allegiance, Aperture, BEA, Beatware, Kadiri, Responsys, Vicinity, and ViewCentral.

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

Rewrote content for 900-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 white papers, data sheets, and marketing reports.

(earlier experience) Goldberg Moser O'Neill; San Francisco — 1990-1991 — *Acct Mgr*

Managed ad agency client business, including research, media, and creative.

Education

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

Coursework in marketing and advanced editing, 1987-1989; **UC, Berkeley**