

David Bolick | MARKETING-BUSINESS EDITOR

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Senior marketing and general business editor (tech, non-tech, B2B, B2C) with more than 20 years of experience seeks project and contract work.

Experience

Marketing Writer-Editor — 1992-2016 — www.davebolick.com/portfolio.htm

Create targeted marketing 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, flyers)

Sample contract assignments (plus hundreds of successful freelance projects)

DHC Consulting; Woodside, Ca. — 2003-2016 — *Senior Writer/Editor*

Write and edit broad variety of marketing and internal communication materials for major global tech company client, for customer, partner, and internal audiences. Achieve superior results across various media, deliverables, 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*

Edited/overhauled 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 — *Account Manager*

Managed Rice-a-Roni client business, including research, media, and creative.

Education

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

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

Transferable skills

Need help with your writing project? Tip: Look for strong writing/editing skills first, specific format and/or tools experience second. Software can be learned in hours or days, but it takes decades to become an effective editor. I've been honing my skills for more than 20 years, and it shows in every sentence. Give me a brief sample assignment and find out what I can do for you.