

# Steven Dale Davison

@

*Marketing & Communications*  
*Business & Finance*

149 Hopewell-Wertsville Rd., Hopewell NJ 08525  
steven.davison@verizon.net  
609 333-8542 H  
609 915-1572 C

## PROFILE

Formal training and twenty-five years experience as a writer and editor, with special depth in business and finance. Several years' experience managing a marketing team, developing the design and content of all corporate communications. Seasoned researcher in business and finance, with a special talent for presenting technical information and analysis clearly and engagingly. Strong creative experience designing and writing web content, marketing materials, business products and research reports. Warm, enthusiastic and cooperative temperament, perfectly suited to collaboration and teamwork; flexible, articulate and project oriented.

### *Singular Accomplishments*

- ✧ Helped launch a boutique investment fund; responsible for all marketing and investor communications (Trilogy Capital Management—'Trilogy').
- ✧ Contributed significantly to the content, design and technical implementation of two business products (Merrill Lynch—'ML').
- ✧ Launched two business's communications platforms from scratch.
- ✧ Won two competitive writing scholarships.

## EXPERIENCE

### *Marketing*

*Experience managing a creative team. Creative, productive and collaborative.*

- ✧ *Head of marketing*—managed the marketing communications team for two firms; contributed to marketing strategy; oversaw the production of promotional videos; created and managed Google ad campaigns; set up marketing performance tracking; managed relationships with printers and design firms; designed exhibit booth (Leigh Bureau—'LB').
- ✧ *Design & content*—wrote and designed all corporate identity pieces, newsletters, performance reports, special reports and white papers, and other investor communications (Trilogy). Wrote and designed all web content and marketing materials, including catalogs and brochures; oversaw website redesign process (LB). Prepared Merrill Lynch vice president's PowerPoint presentations.
- ✧ *Advisory services business development*—co-designed consulting projects with clients and in-house client representatives; designed and wrote project proposals (LB).

### *Investment & Research Writing*

*Fresh gift for attractive and accessible graphics; attended Edward Tufte seminar, 2007.*

- ✧ *Portfolio performance reports*—prepared monthly risk/return analyses and reports on factors driving market behavior and affecting client investments, including data analysis and presentation, performance attribution, and document design (Trilogy).
- ✧ *White papers*—wrote on investment theory and strategy for publication in academic and trade journals (Trilogy).
- ✧ *Industry overviews*—wrote reports on economic performance, forecasts, trends, competition, and technology developments in more than 30 industries (ML).
- ✧ *Research grants*—won two competitive scholarships for researched writing projects.

**EXPERIENCE**  
continued

***Financial Products Development***

*Helped develop & wrote content for two Merrill Lynch products.*

- ✧ Managed document development in coordination with managers and analysts, outside consultants, and programmers (Nonprofit Financial Planner–NFP).
- ✧ Edited final product for readability and legal compliance (NFP).
- ✧ Wrote Industry Overview text modules (Business Financial Planner).

***Technical Writing***

*Certificate in Technical Writing, Middlesex County College, Edison, NJ.*

- ✧ *Wide range of professional projects*—business proposals, process manuals, employee handbook, Design & Construction document, research reports.

***Journalism***

*Professionally reviewed more than 250 plays. Wrote dozens of features.*

- ✧ *Staff writer and correspondent*—features, play reviews, news and interview pieces, press release columns (daily & weekly newspapers).
- ✧ *Freelance writer*—features, 'how to' technical pieces, product reviews, and regular press release columns (building trade magazines).
- ✧ *Editor*—corporate magazine, corporate and nonprofit newsletters.

***Personal Portfolio***

*Extensive and varied—long and short works of fiction and nonfiction; poetry and plays.*

- ✧ Published work includes chapters in four books, essays in several magazines and journals, and a handful of poems. Three nonfiction books now being proposed to publishers. One Wiki in development.

**AWARDS &  
ACCOMPLISHMENTS**

- ✧ Albert Cope Scholarship, Pendle Hill, Media PA (1991).
- ✧ 1996 Patrick D. Henry Writing Scholar, Earlham [Graduate] School of Religion, Richmond IN (1996).
- ✧ Technical Writing Certificate, Middlesex County College Center for Continuing Education, Edison NJ (1998).
- ✧ Edward Tufte seminar—Visual Evidence Design (2007)

**TECHNOLOGY**

Microsoft Office suite—advanced skill level.  
Design—Adobe Creative Suite CS4 and Quark; advanced skill level, Adobe InDesign.  
CSM—SalesLogix and ACT! | HTML tags.

**COMMUNITY  
WORK**

Trustee, Sourland Planning Council (nonprofit)  
Former member, Advisory Committee, American Indian Program, Cornell University.

**EMPLOYERS**

W. Colston Leigh, Inc. – Head of Marketing	2000 – 2009	Speakers bureau
Trilogy Capital Management – Communications	1998 – 2000	Investment fund
Merrill Lynch – Senior Specialist	1996 – 1998	Research writer
Freelance writer and journalist	1985 – 1996	Newspapers & magazines

**EDUCATION**

BA, Rutgers the State University of New Jersey.