

# Steven Dale Davison

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*Information Design*

149 Hopewell-Wertsville Rd., Hopewell NJ 08525

steven.davison@verizon.net

www.stevendavison.com

609 333-8542 H

609 915-1572 C

## PROFILE

Experience designing and writing technical reports and white papers. A special talent for presenting and interpreting technical information and analysis clearly and engagingly, and a fresh gift for creating attractive and accessible graphics, tables and charts. Student of Edward Tufte—I've read his books and attended one of his seminars and I consciously apply his principles in my work. Advanced expertise in Excel.

### *Singular Accomplishments*

- ✧ As head of marketing at the Leigh Bureau, I developed a mind map approach to presenting the topic areas that our speakers could cover in their presentations that is unique in the speaking industry.
- ✧ As head of communications at Trilogy Capital Management, I designed and cowrote white papers explaining how the firm's proprietary technical trading system worked and how it compared to other investment options, plus monthly portfolio performance reports. These were rich with graphics illustrating complex ideas. Samples available.
- ✧ Technical Writing Certificate, Middlesex County College, Edison, NJ.

## EXPERIENCE

### *Technical Writing*

*Certificate in Technical Writing, Middlesex County College.*

- ✧ *Wide range of projects*—Process manuals (Merrill Lynch, Rutgers University), employee handbook (Trilogy), Design & Construction document (for a technical commodity futures trading system, Trilogy), research reports (Merrill Lynch, Trilogy).

### *Research Writing*

*Special talent for presenting technical information clearly and engagingly, including a fresh gift for creating attractive and accessible graphics; attended Edward Tufte seminar.*

- ✧ *Business*—led the writing team writing industry overviews in more than 100 industries for Merrill Lynch, digesting research and analyzing economic performance, trends, competition, and developments in technology and regulation.
- ✧ *Finance*—Designed and conducted research in portfolio performance (advanced Excel competence) and investment theory for a boutique investment fund, for publication as journal articles, plus performance reports, marketing materials and presentations.
- ✧ *The humanities*—one nonfiction books currently represented by an agent based on personal, independent research in history and religion; two others in proposal development.

**EXPERIENCE**  
continued

***Marketing & Corporate Communications***

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

- ❖ *Head of marketing*—managed marketing communications team for all marketing materials; created and managed Google ad campaigns; set up marketing performance tracking; designed exhibit booth (Leigh Bureau).
- ❖ *Design & content*—wrote and designed or co-designed all marketing collateral, including the conceptualization, writing and editing, production and distribution of all catalogs, flyers and brochures; wrote and designed all web content and oversaw the redesign process for a website (Leigh Bureau). Also wrote and designed corporate identity pieces, newsletters, and other corporate communications (Trilogy).
- ❖ *Advisory services business development*—co-designed consulting projects with clients and in-house client representatives; designed and wrote project proposals (Leigh).

***Journalism***

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

- ❖ *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 and essays in four books, essays in several magazines and journals, and a handful of poems.
- ❖ Three nonfiction books of independent research in proposal.

**AWARDS & ACCOMPLISHMENTS**

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

**TECHNOLOGY**

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

**EMPLOYERS**

Consulting – Writing, Marketing & Communications	2009 – present	Various clients
W. Colston Leigh, Inc.—Head of Marketing	2000 – 2009	Speakers bureau
Trilogy Capital Management—Research & Communications	1998 – 2000	Investment fund
Merrill Lynch—Senior Specialist	1996 – 1998	Research writer
Freelance writer and journalist	1985 – 1996	Newspapers/mags

**EDUCATION**

BA, Rutgers the State University of New Jersey.