

Steven Dale Davison

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Proposal Writer

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PROFILE

Proven-effective proposal writer with formal training and experience helping clients develop their advisory services.

- ◇ Special talent for collaborating well with clients and advisory services managers to develop the clients' projects.
- ◇ Strong experience designing documents and presenting technical information clearly, with a fresh gift for attractive, accessible graphics.
- ◇ Strong experience tracking the progress of proposals; mastery of Excel.
- ◇ Several years' experience managing a marketing team, developing the design and content of all corporate communications.
- ◇ Warm, enthusiastic and cooperative temperament, perfectly suited to teamwork; flexible, collaborative and project oriented.

Singular Accomplishments

- ◇ Launched the communications platform for an advisory services business—
 - designing and writing all proposals,
 - researching prospective customers to develop proposal responses,
 - developing the library of standard proposal boilerplate, and
 - producing all non-proprietary graphics.
- ◇ Proposals generated several million dollars in revenue in a little more than two years.
- ◇ Developed tools for tracking the progress of multiple proposals and contracts, each with their own timelines, deliverables and payment schedules, routinely stretching over six to nine months.
- ◇ Technical Writing Certificate, Middlesex County College, Edison, NJ, including a course on proposal writing.
- ◇ Won two writing scholarships based on proposals for research projects.

EXPERIENCE

Marketing & Corporate Communications

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

- ◇ *Head of marketing*—managed the communications team that created 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; designed and wrote all web content (hundreds of pages) and oversaw the redesign process for a website (Leigh Bureau). Wrote and designed corporate identity pieces, newsletters, and other corporate communications (Trilogy).

Technical Writing

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

- ◇ *Wide range of projects*—Business proposals (Leigh), Process manuals (Merrill Lynch, Rutgers University), employee handbook (Trilogy), Design & Construction document (Trilogy), research reports (Merrill Lynch, Trilogy).

EXPERIENCE
continued

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 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, plus performance reports, marketing materials and presentations.

Journalism

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

- ✧ *Staff writer and correspondent*—daily & weekly newspapers.
- ✧ *Freelance writer*—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.
- ✧ One nonfiction book of independent research currently represented by an agent; two more in proposal development.

**AWARDS &
ACCOMPLISHMENTS**

- ✧ Certificate in Web Design & Development, Rutgers University, Institute for Management and Executive Development, Camden, NJ (2010)
- ✧ Technical Writing Certificate, Middlesex County College Center for Continuing Education, Edison NJ (1998).
- ✧ Edward Tufte seminar—Visual Evidence Design (2007)
- ✧ Patrick D. Henry Writing Scholar, Earlham [Graduate] School of Religion, Richmond IN (winning proposal for research; 1996).
- ✧ Albert Cope Scholarship, Pendle Hill, Media PA (winning proposal for research; 1991).

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.

**COMMUNITY
WORK**

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

EMPLOYERS

Consulting – Communications for startups	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.