

Steven Dale Davison

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Research & Communications

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PROFILE

Productive writer with management experience, design experience and experience conducting and writing about research in business and finance.

- ◇ Seasoned researcher in business, finance and the humanities.
- ◇ Science background (chemistry).
- ◇ Special talent for presenting technical information and analysis clearly and engagingly; fresh gift for attractive and accessible graphics; attended Edward Tufte seminar.
- ◇ Excellent written and oral communication skills.
- ◇ Warm, enthusiastic and cooperative temperament, perfectly suited to teamwork; flexible, collaborative and service oriented.

Singular Accomplishments

- ◇ *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, market fundamentals and investment theory for a boutique investment fund, for publication as white papers, performance reports, marketing materials and presentations.
- ◇ *Communications:* Launched three business's communications platforms from scratch and one from cold ash, helping these firms define (or redefine) their presence in the market and develop a consistent, compelling brand.

EXPERIENCE

Writing—Marketing & Corporate Communications

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

- ◇ Designed and wrote all marketing communications for a high-end speakers bureau, including hundreds of web pages and print brochures, four catalogs and dozens of other digital and printed promotional materials.
- ◇ Launched the communications platform for a boutique investment fund, including design and content of corporate identity and capabilities pieces, performance reports and white papers.
- ◇ Launched the communications platform for an advisory services business, designing and writing project proposals; helped clients develop business products.
- ◇ Managed relationships with printers and other vendors, including oversight of press production.

Editing

Dedicated to providing substantive content and meeting deadlines.

- ◇ Edited a corporate magazine and three corporate newsletters. Currently edit a nonprofit newsletter.
- ◇ Helped clients develop book proposals.

EXPERIENCE
continued

Journalism

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

- ✧ Newspaper correspondent—features in the arts, play reviews, news and interview pieces.
- ✧ Freelance writer—launched communications platforms for several start-ups; wrote features, ‘how-to’ technical pieces, product reviews, and regular press release columns for magazines in the building trades.

Technical Writing

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

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

Webmaster

Certificate in Web Design & Development, Rutgers University, Camden, NJ.

- ✧ Designed and wrote all web content; managed the website’s CMS (Leigh Bureau).
- ✧ Oversaw the redesign of the website.

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.
- ✧ One nonfiction book in proposal to publishers through an agent; two more in proposal development.

**AWARDS &
ACCOMPLISHMENTS**

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

TECHNOLOGY

Microsoft Office suite—advanced skill level. | HTML, CSS
Design—Adobe Creative Suite CS4 & Quark; advanced skill level, Adobe InDesign.

**COMMUNITY
WORK**

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 – Communications	1998 – 2000	Investment fund
Merrill Lynch – Senior Specialist	1996 – 1998	Research writer
Freelance writer and journalist	1986 – 1991	Newspapers & magazines

EDUCATION

BA, Rutgers the State University of New Jersey.