

Steven Dale Davison

Social Media Specialist

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PROFILE

Seasoned writer with strong experience designing and writing web content. Social media strategist.

- ✧ Experience designing integrated strategies for online social media.
- ✧ Experience designing, writing and managing innovative web content.
- ✧ High proficiency in MS Office, Adobe CS4, and web content management systems.
- ✧ Webmaster experience, including HTML, CSS & Dreamweaver; certificate in Web Design & Development.
- ✧ Designed and developed personal website: stevendavison.com.

Singular Accomplishments

- ✧ Launched four organization's communications platforms from scratch or from cold ash.
- ✧ Head of marketing and communications for two organizations.
- ✧ Management experience.

EXPERIENCE

Social Media

Focused study of thought leadership in online social media marketing.

- ✧ Designed an integrated, multi-platform social media marketing strategy for a high-end speakers bureau. Platforms included:
- ✧ *YouTube*—An essential platform for speakers sold on the strength of their videos. Conceived branded YouTube pages for select speakers and a corporate page featuring videos of select speakers. YouTube frames embedded on dedicated video pages on the LB website. All pages cross-linked.
- ✧ *Technorati and other blog search engines*—Conceived an SEO program for all speakers who were bloggers, leveraging blog search engines, monitoring and analyzing interest and activity in the blogosphere, and directing traffic to the LB PLOG (Publication Log).
- ✧ *Wikipedia*—Conceived a review and possible revisions of all speaker entries on Wikipedia, formally arranging to add external links to the LB website as speakers allowed, and proposing and crafting entries for speakers without entries.
- ✧ *Facebook*—Conceived company Facebook page and review of speakers' Facebook pages, with subsequent friend and fan strategies where desired.
- ✧ *Professional networking sites*—Conceived a comprehensive review of speakers' LinkedIn profiles and profiles on other professional networking sites and a coherent network presence for Leigh Bureau sales and marketing staff.
- ✧ *Twitter*—Conceived a program for following select speakers on Twitter and featuring select tweets on LB account, and designing and organizing a coherent Twitter presence for LB sales and marketing staff.
- ✧ *SEO*—Conceived a coordinated SEO program that leveraged social media.
- ✧ *Leigh Bureau 2.0*—Conceived a redesign of the LB website to link to and feature select social media platforms, with the aim of making the LB site a feed source and resource platform for customers and select social media communities relevant to speakers.

EXPERIENCE
continued

Web Content

Certificate in Web Design & Development, Rutgers University.

- ✧ Designed and wrote all web content for a high-end speakers bureau (LeighBureau.com), including hundreds of web pages, an innovative PLOG (Publication LOG) on the home page, and other innovations unique to the industry.
- ✧ Oversaw the redesign of the website.
- ✧ Designed and developed my own professional website.

Writing & Communications

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

- ✧ Designed and wrote all marketing communications for two organizations, including hundreds of web pages and print brochures, several catalogs and dozens of other printed promotional materials.
- ✧ Launched the communications platform for a boutique investment fund.
- ✧ Led the writing team that wrote dozens of industry overviews for a Merrill Lynch product and wrote the all the content for another.
- ✧ Edited three corporate newsletters, a nonprofit newsletter and a corporate magazine.

Technical Writing

Certificate in Technical Writing, Middlesex County College.

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

**AWARDS &
ACCOMPLISHMENTS**

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

TECHNOLOGY

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

**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 – 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, New Brunswick NJ.