

Steven Dale Davison

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Technical Writer

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PROFILE

Seasoned writer with broad experience in technical writing and document management, plus experience managing employees and coordinating collaborative teams.

- ✧ Technical Writing Certificate, Middlesex County College, Edison, NJ.
- ✧ Extensive experience in document design.
- ✧ Special talent for presenting technical information and analysis clearly and engagingly.
- ✧ Experienced researcher in business, finance and the humanities.
- ✧ 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.

Specific Accomplishments

- ✧ Wrote process scripts and training manuals for two Merrill Lynch products, the Business Financial Planner (BFP) and the Nonprofit Financial Planner (NFP). Both used proprietary document assembly applications that combined customer survey input with algorithms developed by the financial analysts to produce reports and recommendations for customers. Oversaw document development and legal compliance for the NFP.
- ✧ Wrote procedure manual for safety and nuclear materials handling for Rutgers University.
- ✧ Wrote employee handbook and the Design & Construction document for Trilogy Capital Management, the latter describing how the proprietary technical trading system worked.
- ✧ Wrote research reports for both Merrill Lynch and Trilogy.
- ✧ Wrote business proposals and helped develop advisory services products for Leigh Advisory Services.

ADDITIONAL EXPERIENCE

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).
- ✧ *Communications*—launched the communications platforms for four new businesses from scratch or, in one case, from cold ash.
- ✧ *Advisory services business development*—co-designed consulting projects with clients and in-house client representatives; designed and wrote all project proposals (Leigh).

EXPERIENCE
continued

Research Writing

Experience conducting, analyzing and writing about research in business, finance and the humanities; two scholarships for research writing; advanced competence in Excel.

- ✧ *Business*—led the team that wrote industry overviews in more than 100 industries for Merrill Lynch, analyzing and predicting economic performance and trends.
- ✧ *Finance*—designed and conducted research in portfolio performance and investment theory for a boutique investment fund, for articles, performance reports, marketing materials and presentations.
- ✧ *The humanities*—one nonfiction book currently represented by an agent based on personal, independent research in history and religion; two others in proposal development.

Journalism

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

- ✧ *Freelance writer*—developed communications platforms for three start-ups; wrote features, 'how to' technical pieces, and product reviews for building trades magazines.
- ✧ *Staff writer and correspondent*—wrote features, play reviews, news and interview pieces, and press release columns for daily & weekly newspapers.
- ✧ *Editor*—edited a corporate magazine and several corporate and nonprofit newsletters.

Webmaster

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

- ✧ Designed and wrote all web content; managed the website's CMS; oversaw the redesign of the website (Leigh Bureau).
- ✧ Developed personal website.

AWARDS & CERTIFICATES

- ✧ 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).
- ✧ Albert Cope Scholarship, Pendle Hill, Media PA (1991).
- ✧ 1996 Patrick D. Henry Writing Scholar, Earlham [Graduate] School of Religion, Richmond IN (1996).
- ✧ 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, CSS, Dreamweaver, Flash

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.