

Steven Dale Davison

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Writing, Marketing & Communications

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PROFILE

Productive writer with management experience, design experience and special depth in business and finance

- ✧ Creative team leadership, developing the design and content of all web content and print media
- ✧ Excellent written and oral communication skills
- ✧ Webmaster experience, including HTML & CSS.
- ✧ Corporate communications of all kinds
- ✧ Warm, enthusiastic and cooperative temperament, perfectly suited to teamwork; flexible, collaborative and service oriented

Singular Accomplishments

- ✧ *Initiative:* Brought all aspects of catalog development in-house, including design and print production (previously outsourced), saving tens of thousands of dollars per issue.
- ✧ *Leadership:* discovered and nurtured previously overlooked design talent within the organization, eventually promoting a part-time mailroom worker to a full-time marketing assistant, enhancing the quality and doubling the productivity of the marketing team.
- ✧ *Branding:* 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.
- ✧ *Innovation:* developed sales content for web and print that were unique to the business speaking industry, both in terms of serving customers and representing the clients.

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 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.
- ✧ 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.

Research Writing

Special talent for presenting technical information and analysis clearly and engagingly; attended Edward Tufte seminar, 2007.

- ✧ Wrote industry overviews digesting research for more than 30 industries.
- ✧ Wrote white papers on investment theory and strategy for publication in academic and trade journals and portfolio performance reports, including data analysis.

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.

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.

