

# Steven Dale Davison

## *Work Experience*

Writing professionally full-time since 1996.  
Designing documents since 1998.  
Webmaster since 2007.

### *W. Colston Leigh, Inc.*

#### **The Leigh Bureau**

##### *Head of Marketing & Communications*

A high-end speaker's bureau and related businesses. Managed the creative team. Recreated the company's marketing presence from cold ash. Wrote and designed all web content, print and digital media. Developed a social media strategy. Managed the website's CMS, oversaw the redesign of the website, and implemented architectural improvements. Brought in-house the design and production of the catalog and the website, previously outsourced. Created and managed Google ad campaigns. Wrote and designed the catalog and all other brochures for in-house printing (desktop publishing). Created and maintained a cost estimate tool for marketing materials and a tracking system for marketing performance. Launched the communications platform for the firm's new advisory services business, co-designing consulting projects with clients and in-house client representatives and designing and writing all proposals for the advisory projects. Helped clients develop book proposals. Served as a resource for client representatives on sales strategy.

12-2000 to 07-2009

### *Trilogy Capital Management*

##### *Head of Communications*

A boutique investment fund. Launched the business's marketing and communications presence. Wrote and designed all corporate identity pieces, a newsletter, special reports and white papers. Wrote monthly performance reports on the fund that included a report on research conducted in market fundamentals, technical research and analysis of the portfolio's performance, commentary on the performance, and graphical presentations of the relevant data.

09-1998 to 10-2000

## *Merrill Lynch*

### *Senior Specialist*

Writer for product development of the Business Financial Planner (BFP) and the Nonprofit Financial Planner (NFP). Wrote industry overviews for the BFP, including research on recent past industry performance and performance projections, industry trends, and relevant upcoming regulation. Coordinated the writing team's efforts for both products. Served as liaison between the writing and document design team for both products and the IT team developing the automated document delivery systems. Oversaw the legal compliance process for the NFP's contents.

08-1996 to 09-1998

## *References*

Wes Neff, supervisor  
President, The Leigh Bureau  
908 253-8600

Ron Sandler, vendor  
201 217-5550

Colleagues at the Leigh Bureau:

Jennifer Bird Bowen  
908 253-6030

Kyle Roth  
908 253-6050

Karen Oldenburg  
908 253-6033

Sharon Onderko, assistant  
908 253-0660

Robin Wolfson  
908 253-6026

## *Contact information:*

Steven Davison

149 Hopewell-Wertsville Rd.  
Hopewell, NJ 08525

609 333-8542 H  
609 915-1572 C

steven.davison@verizon.net