

Steven Dale Davison



Web Content

149 Hopewell-Wertsville Rd., Hopewell NJ 08525
steven.davison@verizon.net
www.stevendavison.com
609 333-8542 H
609 915-1572 C

PROFILE

Seasoned and innovative writer and designer of web content (text and images), experience managing content management systems, and knowledge of HTML and CSS.

- ✧ Webmaster for a corporate website and (currently) for two nonprofits, managing the CMS, designing and writing all content.
- ✧ Certificate in Web Design & Development; proficiency in HTML, CSS, Adobe CS4, including Dreamweaver, InDesign and its graphic tools, and Quark.
- ✧ Designed and developed personal website (www.stevendavison.com); primary roles in the redesign of corporate websites.
- ✧ Knowledge of SEO and user-centered design and content.
- ✧ Management experience.

Singular Accomplishments

- ✧ *Current freelance work.* Developed web content for several startups as part of their business launch. Currently serve as webmaster for two nonprofits, redesigning the sites and developing current web content.
- ✧ *Webmaster.* Served as webmaster for a high-end speakers bureau (LeighBureau.com), using the content management system and graphic programs to publish content to the site; wrote and designed all content, including both text and images, for hundreds of pages of various kinds. In-house coordinator for the redesign of the website using outside designers; later developed an all-new design for the same site completely in-house. Designed and developed a personal website: stevendavison.com.
- ✧ *Innovation.* Converted a large, text-heavy website (LeighBureau.com) to a format unique in the business speaking industry for its using user-centered design. Created the PLOG (Publication LOG) on the home page, uniquely highlighting clients' current intellectual property, in line with the company's motto and business strategy—"Speakers of Substance".
- ✧ *Tools.* Advanced skill in Word and Excel, InDesign and Acrobat. Intermediate level skill in Dreamweaver, HTML, CSS, and Quark. Experience with Illustrator and Flash.
- ✧ *Training.* Certificates in Web Design & Development, Rutgers University, and in Technical Writing, Middlesex County College.

EXPERIENCE

Marketing & Communications

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

- ✧ Led the marketing team for two organizations.
- ✧ Designed and wrote all marketing communications for a high-end speakers bureau, including several catalogs and dozens of brochures and other printed promotional materials, in addition to web content. Completely wrote and designed the firm's most successful catalog, bringing all design and print production in-house for the first time.
- ✧ Launched four business's communications platforms from scratch or from cold ash.
- ✧ Developed a comprehensive, integrated social media strategy using a variety of social media platforms, including Facebook, YouTube, Wikipedia, Technorati, Twitter, and various SEO efforts, along with Web 2.0 modifications to the website.

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*—features, ‘how-to’ technical pieces, product reviews, and regular press release columns for magazines in the building trades. Current clients include several startups.

Technical Writing

Certificate in Technical Writing, Middlesex County College.

- ✧ *Wide range of projects*: business proposals, process manuals, employee handbook, investment fund Design & Construction document, and 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, and a handful of poems.
- ✧ *Long-term projects*. One nonfiction book now being proposed to publishers through a literary agent; two more in proposal development.
- ✧ One Wiki in development.

**AWARDS &
ACCOMPLISHMENTS**

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

TECHNOLOGY

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

**COMMUNITY
WORK**

Former trustee, Sourland Planning Council (nonprofit).
Former member, Advisory Committee, American Indian Program, Cornell University.

EMPLOYERS

Consulting – Marketing, Web Content, Communications	Present	Various clients
W. Colston Leigh, Inc. – Head of Marketing	2000 – 2009	Speakers bureau
Trilogy Capital Management – Head of 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.