DANA LEAVY-DETRICK

MARKETING COMMUNICATIONS | WRITING | EDITING | RESEARCH

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SUMMARY

10 years experience crafting innovative communication strategies, creating, researching, and editing content for print and digital media. Strengths focus on writing, editing, research, and project management, with expertise in creating clean copy and marketing communications solutions for multiple audiences under tight deadlines. Approaches projects with passion and enthusiasm, demonstrating a strong work ethic and an appreciation for creative collaboration. Well-versed in AP and MLA style, HTML, social media, and content management systems.

SKILLS

- Marketing Communications, Writing & Editing, Project Management, Research, Communications Strategy, Content Development, Social Media Marketing
- Expertise with content management systems and blogging tools including: Drupal, Joomla, Wordpress, and Blogger. Proficient in Adobe Creative Suite, Quark, Lexis-Nexis, Cognos, and HTML. Proficient in French

PROFESSIONAL EXPERIENCE

Freelance Writer & Editor New York, NY June 2011 – Present

Provide copywriting, editing and research solutions for businesses, nonprofits, and individuals. Specialize in marketing and publicity materials, manuscripts, book proposals and academic papers.
Select client projects:

- Created marketing and product copy for a client company that produced bottled tea.
- Wrote personal statements and provided application consulting to medical residency program applicants.
- Developed press releases for financial services PR Account Executive.
- Assembled a nonfiction book proposal for urban housing expert, and manuscript edits for publishing professional.

Assistant Editor, Editorial Assistant, *St. Martin's Press*, New York, NY Jan 2008 – Sept 2011

Supported the Executive Editor in all aspects of book acquisition and publication, including writing and editing content, managing communications, reading and screening submissions, preparing manuscripts for production, and ensuring book projects move through the publishing process according to designated deadlines.

- Handled communication with clients, initiating and responding to correspondence with authors and agents, and providing administrative support as necessary.
- Wrote and edited copy for jackets and catalogs, correspondence letters, title launch material, Amazon.com content, and profile content for social media platforms, including Facebook and blogs.
- Edited manuscripts at multiple stages in acquisition process for personal list of over a dozen titles as well as several titles for a busy St. Martin's Executive Editor.
- Evaluated and screened submissions to a Mystery and Romance blog in development by St. Martin's.

Writer, *Nielsen IAG***,** New York, NY Sept 2009 – Feb 2010

- Wrote survey questions targeted to television audiences to gauge the effectiveness of product placement in a fast-paced, deadline oriented environment.
- Researched, tracked, and logged advertising comparisons to provide clients with a clear understanding of the effectiveness of their television advertising campaigns.

Sales Assistant, *Macmillan Publishers*, New York, NY Oct 2006 – Dec 2007

- Created promotional and marketing materials for major accounts including Costco, Wal-mart and The News Group.
- Responsible for writing, preparing and editing all presentations used by VP of Merchandise Sales, National Account Manager, and two field Sales Representatives.
- Assisted in all sales-related administrative functions, including maintaining schedules for Vice President of Merchandise Sales and National Account Manager, organizing meetings, handling inquiries from publishers and sales representatives, and compiling and analyzing sales data.

Editorial & Exhibitions Intern, *Umbrage Editions,* New York, NY May 2004 – Dec 2004

- Designed and edited materials for use by publicity and exhibitions departments, including press releases and catalogs. Prepared and oversaw distribution of sales and exhibitions kits.
- Acted as managing editorial, publicity, and exhibitions intern for Pulitzer Prize-winning photojournalist Tyler Hicks's book, *Histories are Mirrors*, on *New York Times* coverage of the 9/11 attacks, and conflicts in Afghanistan and Iraq.
- Credited as an Assistant Editor on multiple Umbrage-affiliated productions, including Oscar-winning documentary "Born Into Brothels", actress Lynn Redgrave's *Journal*, a memoir of life with breast cancer, and *Histories are Mirrors.*

Staff Writer for Arts, News and Features, *The Heights (Boston College Paper)* Sept 2001 – June 2003

- Researched ongoing issues facing the Boston College community in weekly editions, such as the effect of local Church crises on students and faculty at a Jesuit institution, and the increase of eating disorders on campus.
- Wrote reviews focusing on popular music, films, and local concerts, as well as on-campus performances and exhibitions.
- Interviewed major figures in Arts and Entertainment, including actors John Travolta, Robert Duvall, and Dennis Quaid, as well as *The Hours* author Michael Cunningham.

EDUCATION

University of St. Andrews, St. Andrews, Scotland 2006
Bachelor of Arts, English and Art History

Boston College, Chestnut Hill, MA 2003
Bachelor of Arts candidate, English and Philosophy