

# DANA LEAVY-DETRICK

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## CAREER SUMMARY

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More than 8 years experience combining writing, marketing strategy and management to deliver creative solutions to a diverse range of clients and organizations. Strengths focus around copywriting, creative idea generation, problem solving, project management, conducting research, and managing client relationships. Possesses strong communications skills and excels in a customer-facing role, as well as partnering with other creative professionals. Proficient in Adobe Creative Suite, PeopleSoft CMS, Microsoft Office, and basic HTML & CSS programming.

## EDUCATION

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MFA, Creative Writing, New York University, New York, NY 2008  
BA, English, Cornell University, Cornell, NY 2004

## PROFESSIONAL EXPERIENCE

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**Independent Marketing Consultant** Dec 2010 – Present  
*Company Name*, New York, NY

Partner with organizations to create effective integrated marketing and sales copy across website content, e-newsletters, direct mail, brochures, collateral, blog and video content and social media.

*Key projects include:*

- Created product copy for women's clothing and accessories line, available in 10 US markets. Partnered with Art Director to successfully launch the line on-time and under stringent deadlines.
- Researched and wrote copy for website and flyers for Company X, and provided in-depth articles on nutrition and healthy habits for the periodic e-newsletter for a holistic health organization.

**Senior Marketing Manager** Nov 2008 – Dec 2010  
*Company Name*, New York, NY

Served as the liaison between clients and freelancers on web-based marketing projects. Utilized Google Analytics to create monthly website performance reports for clients. Devised social media marketing concepts to increase presence on Facebook and other media platforms. Arranged and participated in marketing sponsorships for live events.

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**Communications Manager**  
*Company Name, New York, NY*

June 2005 – Oct 2008

Created short pieces, and conducted interviews and research for in-depth articles for the City Pulse, Spa, Metro Mama, Skin Care and Hair Care sections of a monthly beauty and style-focused e-magazine. Assigned and edited articles for the City Pulse section. Was promoted from writer to editor within 6 months after consistently meeting deadlines on-time and under budget.

**Communications Assistant**  
*Company Name, New York, NY*

June 2004 – June 2005

Created original copy across websites, product descriptions, e-newsletters, trivia questions, and other areas to increase website interactivity for a range of clients. Devised creative strategies for digital advertising and marketing campaigns, and produced digital components including banners, pop-up modules, and website content. Select clients included Carter-Wallace, Johnson & Johnson, and Cotton, Inc.

**Communications Intern**  
*Company Name, New York, NY*

Jan 2004 – May 2004

Assisted the Marketing Manager in creating content for more than 35 channel-based trivia questions per month. Responsible for selecting and writing a feature on one group per week, as well as monthly channel spotlights, resulting in increased page views. Additionally hosted a weekly channel-based chat, responding to host inquiries and creating new content.

#### ADDITIONAL EXPERIENCE

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**Student Employment Position,**  
*Company Name, New York, NY*

Jan 2002 – May 2004

Assist the management team in handling the daily operations of the ticketing office, including managing communications, order processing and sales, maintaining an extensive customer database, and fielding inquiries from staff members. Serve as the liaison between marketing and facility teams, and box office, handling group sales, discounts, and pricing. Heavily involved in the customization and maintenance of the sales software systems, managing discount codes, prices maps and refunds.

#### MEMBERSHIPS & AFFILIATIONS

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Member, The Freelancers Union

Member, Golden Key National Honors Society

Member, Creative Writers Association of New York