

DAVID PARK [Writer | Editor | Content Strategist | Copywriter]

E: david.park1983@gmail.com | W: www.whatdavidparkwrote.com | Ph: (818) 687-2987

ONE WAY TO PUT IT

I use words to ignite bonfires where companies and audiences can gather to make s'mores.

EXPERIENCES

Head Writer and Editor, BREAKGROUND, Bluebeam, Inc. (January 2016 – June 2017)

- Co-created an online and mobile app digital publication called BREAKGROUND
 - Conceptualized the product and its brand identity in their entirety
 - Defined the editorial voice
 - Lead a lean and mean team that included one staff writer, four rotating contributing writers, and numerous freelancers

Copywriter, Marketing, Bluebeam Inc. (June 2012 – December 2015)

- Developed all print and digital headline copy and marketing communication
- Strategized, in concert with the art directors and marketing managers, the messaging and overall aesthetic of all large-scale and annual marketing campaigns

Content Manager Agency/AGFA (August 2010 – April 2012)

- Outlined the nomenclature for an ecommerce startup
- Oversaw the customer service program as an extension of marketing
- Implemented processes between graphic designers, developers, and QA engineers to accelerate reviews, fulfillment, and inventory growth

Community Coordinator, Internet Brands-Automotive Vertical (April 2008 – August 2010)

- Helped administrate 94 community forums (200M visits/year; 1.8B pageviews/year, as of 2010)
- Managed several front-page CMSs, creating and curating over 40 articles per month
- Spearheaded a 20% YOY growth that resuscitated a failing membership program
- Organized and wrote 10-15 monthly direct email campaigns

SKILLS

- Expert in Microsoft Word, Excel, PowerPoint, and Outlook
- Highly proficient in PHP content management systems, such as WordPress
- Well-versed in Google Analytics and SEO strategy
- Basic understanding of Adobe Photoshop and Adobe Experience Manager
- Experienced in project management applications, including JIRA and Basecamp

EDUCATION

B.A. in English, University of California at Santa Barbara (2007)