

DAVID PARK [Writer | Editor | Content Strategist | Copywriter]
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ONE WAY TO PUT IT

I build bonfires with words so companies and audiences can share s'mores.

EXPERIENCES

Head Writer/Editor/Content Strategist, BREAKGROUND, Bluebeam, Inc. (January 2016 – June 2017)

- Co-created an online and mobile app digital publication called BREAKGROUND
 - Conceptualized every electronic page of the product, including brand identity, editorial voice, sections/columns, usability, and reader experience in their entirety
- Lead a lean, mean team of staff writers, rotating contributors, and freelancers
- Laid out and managed the editorial calendar
- Ran the online version of the magazine, porting articles from the app to our CMS, creating fresh content exclusively for the web, building an email list, and monitoring site analytics

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

- Wrote all print and digital headline copy for multiple PRISM-award winning outdoor display ads, media inventory, and tradeshow collateral
- Strategized, in concert with art directors and marketing managers, the messaging and aesthetic of yearlong marketing campaigns
- Consulted product management on, and drafted, in-product UI/UX copy

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

- Established the nomenclature for an ecommerce startup specializing in custom print products
- Oversaw the customer service program as an extension of marketing
- Implemented processes between Design, Dev, and QA to accelerate 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, producing and curating over 40 articles per month
- Resuscitated a failing membership program by spearheading a 20% YOY growth in revenue/members

SKILLS

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

EDUCATION

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

- Coursework emphasis: 19th-20th century literature and poetry, including the Pre-Raphaelite Brotherhood
- Member of the WCLL and MCLA Champion UCSB Club Lacrosse team