



dena taylor

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## summary

An experienced copywriter and former project manager, Dena has collaborated with teams inside the client house, agency house and in a mostly tidy corner of her own house. From vacation rentals to healthcare, coffee to college, real estate to cyber security, she wields insight, creativity and clarity to communicate value and inspire action.

## experience

**Burns Marketing** | Denver, CO

Sr. Copywriter | April 2015 - June 2016

- Collaborated with creative team and clients to develop distinctive brands, useful content and response-driven campaigns for B2B clients.
- Developed and presented compelling, integrated campaign concepts, and executed to connect with the right people through optimal channels.
- Researched and developed customer personas, in addition to brand messaging platforms, taglines, primers, and sales collateral, and a variety of engaging content including video scripts, solution briefs and social posts.
- Interviewed subject matter experts and conducted research to create HPE's *Making change work to your advantage* online brochure.

Partial client list: Trimble Navigation, MGMA, Highlands Ranch, HPE, and Coalfire.

**Freelance** | Denver, CO | Austin, TX

Copywriter, copyeditor | 2003 - 2016

- Collaborated with agencies and clients to develop compelling strategic concepts and copy for a variety of deliverables including brand names, taglines, product descriptions, integrated marketing campaigns, websites, ads, scripts, and social posts.
- Created the concept and copy for the City of Cedar Park's Stand Up to Drought water restrictions campaign, which reduced overall usage by 23%.
- Contributed to the recent rebrand of American Campus Communities; website overhaul for Houston's iconic Maida's Belts & Buckles; and website and product packaging for Denver-based Platform T, a contemporary tea lounge.

Partial client list: HomeAway, United Way, Music City Eats, AllClear ID, Torrefazione Italia Coffee, Texas Health Steps, CORT, and Loyola Law School L.A.

**Phinney/Bischoff** | Seattle, WA

Copywriter | 2000 - 2003

- Collaborated with design, digital and strategy teams to develop distinctive brand names, messaging, taglines, ad campaigns, print collateral, case studies, and interactive projects.
- Conducted creative presentations and worked with clients to complete projects on time and within budget.
- As part of this small boutique firm, worked closely with print production, account managers and owners on business development initiatives and creative process improvements.

Partial client list: Torrefazione Italia Coffee, Verity Credit Union, Boeing Realty Company, POWER Engineers, Adaptis, and Sun Valley Summer Symphony.

**Starbucks Coffee Company** | Seattle, WA

Project Manager/Copywriter, Creative Group | 1997-2000

- Developed concepts and copy for in-store promotions, CDs and product website.
- Managed redesign of core materials/merchandise packaging and budget of more than \$500k, for application in over 1,500 domestic stores.
- Managed design projects and promotional campaigns in collaboration with Kraft, Pepsi and Dreyer's partnerships.
- Directed creative brainstorming, conducted client presentations and interfaced with legal counsel on creative compliance.

## recognition

CASE National Circle of Excellence Awards | Austin ADDY® | Graphic Design: USA – American Graphic Design Awards | Print's Regional Design Annual

## education

**School of Visual Concepts** | Seattle, WA | Copywriting/Web Content

**University of Oregon** | Eugene, OR | Bachelor of Arts, Telecommunications & Film

## benevolence

Colorado Refugee ESL Teaching Assistant | ESL Teaching Assistant, Tanzania, Africa | Austin Humane Society | Seattle Children's Hospital | Washington Park Zoo

## references

Available upon request