

DANA HINDERS

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Goal-oriented writer with over 10 years of experience developing effective marketing materials, blog posts, web pages, tutorials, and feature articles for clients in diverse industries. Proven ability to use writing and research skills to meet corporate objectives. Works well under pressure and is committed to fostering positive relationships with senior executives, team members, and project stakeholders.

SELECTED PROFESSIONAL EXPERIENCE

FREELANCE WRITER, 2004 – PRESENT

Provide copywriting and web content development services for clients throughout North America and Europe. Selected projects include:

- ✓ **Foster Web Marketing, 2015 – Present:** Create blogs, FAQs, and library articles for legal marketing firm—focusing primarily on topics related to personal injury and medical malpractice.
- ✓ **Summit Behavioral Healthcare, 2015 – Present:** Prepare blog posts and web pages for company's various addiction treatment centers.
- ✓ **Bricker Publishing, 2015 – 2017:** Conducted research and interviewed experts to create content for trade publications outlining developments in the craft brew and viticulture industries.
- ✓ **Momentum PR, 2016:** Developed blog posts on behalf of public, investor, and media relations agency serving publicly traded companies listed on the TMX.
- ✓ **Community Link, 2013 – 2016:** Interviewed local residents and business owners to create content for various Chamber of Commerce visitor's guide publications throughout the United States.
- ✓ **ReferLinks Online Marketing, 2014 – 2015:** Prepared ghostwritten blog posts and web pages for law firm, interior design, and architect websites.
- ✓ **Brightline Media, 2012 – 2015:** Wrote content for Brightline Media blogs reviewing products of interest to parents, offering general parenting tips, highlighting online sales/coupons, and showcasing unique ways to save money.
- ✓ **About.com, 2009 – 2014:** Developed origami.about.com website from concept stage, researching article topics, creating project tutorials with original photos, and connecting with origami artists from around the world to feature projects of interest. Served as contributing writer for baby.about.com, covering scrapbooking, photography, and creative ways to preserve memories of baby's first year.

VON DIER CAREER CARTOGRAPHY, 2015 – PRESENT

Act as principal partner, primary wordsmith, and personal branding SME for Washington, DC. based career consulting firm. Work with professional and executive level clients to develop targeted resumes, cover letters, and LinkedIn profiles.

LOVETOKNOW, 2005 – 2011

Managed a team of 15-20 freelance contributors covering Candles, Children's Books, Christmas, College, Crafts, Freelance Writing, Genealogy, Interior Design, Organic, Origami, Pregnancy, Save, and Yoga channels. Conducted keyword research to identify suitable article topics. Edited articles to ensure compliance with style guide and quality standards. Assisted in hiring and training new contributors as needed.

EDUCATION

Bachelor of Arts, Journalism & Mass Communication, University of Iowa

CERTIFICATIONS

Inbound Certified through September 2018, HubSpot Academy
Inbound Sales Certified through September 2018, HubSpot Academy