

DANA HINDERS

FREELANCE WRITER

(319) 278-4492 – danahinders@gmail.com – www.danahinders.com

Deadline-oriented freelance writer with over 10 years of experience creating clear and compelling copy covering a wide variety of topics.

SKILLS **WRITING:** Copwriting, blogging, DIY tutorials, features, general web content.

EDITING: Copyediting, proofreading, new writer training.

PHOTOGRAPHY: Tutorial photography, basic image editing.

TECHNICAL SKILLS: WordPress, basic HTML, Wiki formatting, Google Docs, Microsoft Office.

TOPIC AREAS: Crafts/DIY, parenting, personal finance, health/wellness, job search/resume writing.

TESTIMONIALS

"Dana is an excellent writer and editor with extreme attention to detail. She is highly productive, sharp and organized and can research and write on nearly any topic. Dana would be an asset to any organization and I highly recommend her." ~ Ann MacDonald

"Dana's writing is clear, concise, and engaging, and great to attract readers to your website or publication. Her editing is top-notch and she is a pleasure to work with. I recommend her writing and editing to you with enthusiasm." ~ Jeanne Grunert

SELECTED PROJECTS

DIY WRITER: Wonderful DIY, 2015 – Present

Researched link roundups highlighting various DIY projects, including party ideas, children's crafts, handmade gifts, and home decor.

COPYWRITER: Dashboard Internet Marketing, 2015 – Present

Wrote web copy, direct mail post cards, and radio scripts for client specializing in treatments for erectile dysfunction and other men's health issues.

PARTY IDEAS EDITOR: Craft Gossip, 2014 – Present

Highlighted creative ideas for birthday parties, retirement parties, baby showers, holiday celebrations, and other special events.

CRAFT/DIY WRITER: LoveToKnow, 2013 – Present

Created scrapbooking, origami, and paper craft project tutorials, with original photographs. Worked with image team to develop project printables.

COPYWRITER: Community Link, 2013 – Present

Interviewed local residents and business owners to create content for various Chamber of Commerce visitor's guide publications throughout the United States.

PARENTING BLOGGER: 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.

HEALTH/WELLNESS BLOGGER: TruStory Media, 2013 – 2015

Covered aromatherapy, organic foods, and other health/wellness topics for company's various blogs.

RESUME WRITER: Talent, Inc., 2015

Worked with clients in industries such as finance, information technology, and healthcare to create concise resumes and cover letters.

ORIGAMI EXPERT: About.com, 2011 – 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.

REPUTATION MANAGEMENT WRITER: Reputation.com, 2011 – 2013

Created reputation management content for company's various clients. Articles were frequently used to improve search engine visibility for professionals in search of new employment opportunities.

CONTRIBUTING WRITER: About.com, 2010 – 2011

Submitted 12 articles per month to baby.about.com, covering creative ways for parents to preserve their memories – including scrapbook pages, photo gifts, and art journals.

GROUP EDITOR: LoveToKnow, 2006 – 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.

WRITER: InfoSearch Media, 2004 – 2006

Developed informational content for various company clients, covering topics such as mortgage lending, plastic surgery, and vacation planning.

PUBLICATIONS **CHICKEN SOUP FOR THE SOUL: PARENTHOOD**, 2013

Making Friends with My Kitchen

KIDS CRAFTS 1-2-3, 2013

Origami in Education, Origami Snow Cone Cup, Origami Tulip Mother's Day Card, and Origami Mustache Father's Day Card

BACK PORCH VIEW, 2012

Thrifty Cooking

EDUCATION **BACHELOR OF ARTS:** University of Iowa, 2003

Majored in journalism and mass communication with concentration in sociology. Recipient of several academic scholarships, including Laurence Fairall Journalism Scholarship, Leon Barnes Community Journalism Scholarship, UI Honors Program Dean's Scholarship, and UI Tuition Scholarship.