

David Henne

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Senior Writer ⇨ **Web Editor** ⇨ **Multimedia Copywriter**

St. Joseph's College | July 2011-Present

Write and edit marketing materials, articles and profiles for multiple areas of the College, including our main website (sjcny.edu), digital magazine (magazine.sjcny.edu) and microsites (giving.sjcny.edu). Work within CMS to implement daily updates and fulfill requests. Develop large-scale brand and marketing initiatives. Enforce house style. Develop clear, concise and audience-specific communication projects for web and print in support of the College mission.

Intern ⇨ **Assistant Copywriter** ⇨ **Copywriter**

Zimmerman/Edelson Public Relations Inc. | November 2007-July 2011

Developed, wrote and promoted innovative and creative content for school districts, municipalities and local government. Managed all marketing initiatives, promotions, editorial calendar, editorial voice, budget newsletters, media partnerships and strategic plans. Also provided technical writing support, by working with subject matter experts to identify and develop information and data for engaging web presentations, speeches, business proposals and white papers.

Ice Cream Enthusiast ⇨ **Mr. Softee Apprentice** ⇨ **Mr. Softee Driver**

Mr. Softee Ice Cream | Summer 2006

Managed and developed soft-serve ice cream distribution for various groups of neighborhood children, corporate event attendees and annoyed motorists across Long Island, New York. While working 12-15 hour shifts, learned valuable techniques in personal waste-management and self control. Marketed XXL cone-sizes and prototypical double-decker twist cone to growing fanbase and delegated lesser tasks (assisting a three-point turn out of a cul-de-sac) to teams of eager children. Chronicled experiences detailing personal growth, trials, tribulations and dietary woes in humor essays published by local zine (available on request).

Education

University of Warwick

MA in Writing | October 2007

SUNY New Paltz

BA in English | December 2005

Writing Credits

The Big Jewel

Johnny America

McSweeney's Internet Tendency

McSweeney's Quarterly No. 38

Splitsider

SJCNY

Yankee Pot Roast

Technical Expertise

Acrobat Pro, Adobe InDesign, Adobe Photoshop, AP Style, Expression Engine, Google Apps for Business (Gmail, Calendar, Drive, Docs, Sheets), HTML, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, SEO, Social Media best practices, WordPress

Etc.

Core volunteer with Habitat for Humanity, skilled drummer (2x All-County in snare drum, jazz band AND unrequited HS romance), audiobook aficionado, reluctant chef.

References available upon request, or by looking into mirror and whispering "David Denne" three times.