

David Henne

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Experience

Multimedia Copywriter St. Joseph's College | April 2015 – Present | Shoot and edit video for College events, alumni profiles and student interviews. Produce posts for social media and SJC OnCampus site (oncampus.sjcny.edu). Manage social media initiatives, including Humans of SJCNY account. Photo-journalist with work appearing in college magazine, marketing materials and online publications. Staff adviser for College student newspaper, *The Talon*.

Web Editor St. Joseph's College | May 2013 – April 2015 | Edited copy for multiple areas of the college, including main website (sjcny.edu), microsites (giving.sjcny.edu) and faculty departments. Enforced house style, working within CMS to implement daily updates and requests.

Senior Writer St. Joseph's College | July 2011 – May 2013 | Wrote clear, concise and audience-specific communication projects for web and print in support of the college mission. Developed large-scale branding and marketing initiatives, including creation of new official College website.

Copywriter Zimmerman/Edelson Public Relations Inc. | November 2007-July 2011 | Developed, wrote and promoted creative content for school districts, municipalities and local government. Managed marketing initiatives, promotions, editorial calendar, budget newsletters, media partnerships and strategic plans.

Mr. Softee Driver Mr. Softee Ice Cream | Summer 2006 | Managed and developed soft-serve ice cream distribution for children, corporate events and sweet-toothed residents across Long Island. Chronicled experiences detailing personal growth, tribulations and dietary woes in short humor novella.

Recent Accomplishments

Folio Award | Fair Media Council | March 2017 – Blog Master Award
Created and manage St. Joseph's daily news site, oncampus.sjcny.edu
Created and manage St. Joseph's fastest-growing social media account, Humans of SJCNY

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 Alumni Magazine

Yankee Pot Roast

Technical Expertise

Acrobat Pro, Adobe InDesign, Adobe Photoshop, AP Style, Expression Engine, Facebook, Google Apps for Business (Gmail, Calendar, Drive, Docs, Sheets), HTML, iMovie, Instagram, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, SEO, Social Media Best Practices, Twitter, WordPress

Etc.

Published humor writer for more than 10 years. Playwright whose work has been performed in Los Angeles, CA.

References available upon request.