

BRADLEY D. DUNN

505 Kent Oaks Way
Gaithersburg, MD 20878

Cell: 301-758-2541
Email: bradethan@gmail.com

SUMMARY

- ◆ *Experienced Copywriter, Editor, and Proofreader:* Senior-level English and computer skills. Producing effective B2C Marketing and Direct Response copy; also experienced with other writing styles and formats; B2B materials including case studies and white papers; Familiar with the AP Style Book and the Chicago Manual of Style.
- ◆ *Extensive Web-based skillset:* Landing/Sales pages, SEO/Internet copywriting; Created online tutorials for educational web sites; Edited Internet web pages; direct marketing content.
- ◆ *Website Construction; Graphics and Document Production:* MS-Share Point; MS-Office; MS-Visio; Adobe Acrobat, PhotoShop & Illustrator (Certified); Desktop Publishing programs; Wordpress; MS-Access.

PROFESSIONAL EXPERIENCE

April 2017 – February 2020 **Copywriter – Herndon, VA**
Stella Pop Ad Agency

- Created B2B email campaigns for prospective/current Stella Pop clients.
- Composed social media posts and channels for existing clients.
- Wrote blogs on various subjects, targeted and SEO'd for potential clients. Worked with CEO on ideas for original articles, based on data analytics and/or newsworthy subjects.

May 2003 – 2016 **Freelance Copywriter - Gaithersburg, MD**

- Creating and composing advertising and marketing communications collateral, including print advertisements, brochures, flyers, direct mail pieces, and Web copy - for a wide variety of domestic and international clients. Clientele includes Hewlett-Packard, Sony, GTE, Edelman PR, City of Los Angeles, the City of West Hollywood, UCLA, UCSB, & CACI, and many advertising and

marketing companies throughout the world.

- Interacting with CEOs, Creative Directors, and Account Managers. Providing marketing consulting for start-up companies, and meeting with CEOs and entrepreneurs and to discuss branding and general advertising/marketing strategies.
- Executing and managing aggressive marketing campaigns to procure future clients.

**October 1998 –
September 2002** **Copywriter – Westwood, CA**
How2HQ.com

- Wrote online tutorials for informational/educational Web site.
- Helped expand marketing campaign through SEO copywriting for the website/company.

**April 1995 –
August 1998** **Story Analyst – Beverly Hills, CA**
The William Morris Agency

- Read, analyzed and evaluated screenplays, teleplays, treatments, novels, and short stories.
- Worked with Story Editor to implement style changes and developments for story coverage.
- Conferred with film and television agents on project decisions.

**November 1990
– December 1994** **Technical Writer – Fairfax, VA**
CACI, Inc.

- Wrote and edited Department of Defense (DOD)-standard material for the Standard Army Automated Contracting System (SAACONS), a procurement database used by U.S. Army personnel.
- Produced end-user manuals, software updates and all other documented materials related to the database.
- Worked closely with project managers, programmers and engineers to ensure accuracy, quality and adherence to standards.

**May 1986 –
August 1989** **Copywriter – Orlando, FL**
Synergistic Educational Technology Systems, Inc.

- Wrote scripts for unique, interactive multimedia courses used by the U.S. Navy, major universities and community colleges including the University of Kentucky, Pacific Bell and other organizations.
- Wrote and edited marketing and promotional materials for the company's sales departments.

EDUCATION

1986

B.A. in Radio, Television and Film
University of Maryland, College Park, MD

SPECIAL SKILLS

- AWA Graduate: Accelerated Copywriting Program (focused on Direct-Response Copy); Web Copywriting 2.0.
- Grant writing – Wrote winning grant letters for non-profit organizations.
- Tutoring: Served the Los Angeles Unified School District as an SAT Prep and private tutor for English (2000-2003).