

# danielle dresden

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## objective

Freelance writing opportunities

## executive summary

- Award-winning author with long-term experience in writing for print, online, live and radio audiences; as well as development of marketing and educational materials, public information campaign support, project documentation, proposals, scripts and direct mail pieces.
- Trained fundraiser and successful grant-writer, generating income from public agencies, private foundations and corporations, with proposals recommended as models for other grantseekers.
- Public relations veteran, developing and implementing numerous campaigns, working with diverse stakeholders and multiple media to protect area lakes, raise funds for non-profits and promote the arts.
- Experienced planner, originator of a model timeline for project management, successfully integrating creative interplay with fiscal responsibility and timeliness, working effectively in a mix of independent tasks and group process.

## selected accomplishments

### writing

- 2008 to present     Freelance copywriter working with advertising agencies, national associations and healthcare clients to develop and implement social networking marketing campaigns, consumer communications, healthcare content, physician-to-physician newsletters and sell sheets for medical equipment manufacturers.
- Independent arts writer covering play licensing issues, arts education and other issues for *DramaBiz*, a national publication, and online sites.
- Freelance writer generating timely, focused online content for international business management and career websites, serving management and employees with one of a kind articles.
- 2000 to 2008     Freelance writer for *PharmacyWeek*, a print and online publication serving pharmacists throughout the United States and abroad.
- Developed a unique voice for editorial content, building on the publication's brand as the key resource for pharmacy career information.
  - Authored two 400-word articles on work-life topics in 43 issues annually, consistently delivering work error-free and ahead of deadlines, generating increased trade show traffic and requests for reprints.
- 1985 to present     TAPIT/new works, a performing arts organization dedicated to artistic innovation and community connection
- Crafted promotional materials (press kits, brochures, e-mail alerts) for multiple projects, increasing sales and raising organizational profile in national and international markets.
  - Award-winning author of 30 produced plays.
- 2000 – 2002     Preschool of the Arts
- Wrote support materials for this non-profit school's Modified Capital Campaign.
- 1990 – 2000     Yahara-Monona Information & Education Campaign
- Developed flyers, brochures, handouts, presentation and training materials to raise awareness of water pollution issues, on topics from boating safety to construction site erosion control.
  - Researched, developed format and wrote booklet for "Environmental Assets," a program designed to find the common ground between business and the environment.

- 1990 Wisconsin Alliance for Arts Education
- Editor and author for "Arts Expressions," a monthly newsletter.
- 1984 – 85 ACUCA (now APAP) the national organization of performing arts presenters
- Editor and author for "The Bulletin," a newsletter combining articles by staff and practitioners.
- 1978 – 80 General assignment reporter in Seneca, South Carolina and Port Jefferson, New York.

## planning/project management

- 1985 to present TAPIT/new works, a performing arts organization dedicated to artistic innovation and community connection.
- Developed a model timeline for project management, successfully integrating creative interplay with fiscal responsibility and timeliness.
  - Developed, produced and performed 30 new plays, 15 tap and jazz music performances and 10 works for young audiences while touring throughout the United States and abroad; conducted 20 residencies and developed a model residency format.
- 1990 – 2000 Yahara-Monona Information & Education Campaign
- Designed and implemented this multi-year, multi-media campaign raising public awareness of water pollution issues, working with diverse stakeholders and multiple media to protect area lakes.
  - Aggressively pursued a new look in television public service announcements and brochures by working with marketing professionals, drafting copy and producing material that connected with consumers.
  - Developed and coordinated innovative ways to raise awareness of water quality issues, including pontoon boat and bike tour guides with water quality improvement tips, the "Run-Off Run," storm drain stenciling and school presentations featuring a giant water drop.
  - Created and coordinated Yahara Lakes Week.

## fundraising

- 1985 to present TAPIT/new works
- Successful grant-writing generated 18% of the organization's budget from public agencies, private foundations and corporations, with proposals recommended as models for other grantseekers.
  - Coordinated direct mail campaigns bringing in 9% of the organization's budget.
- 1985 – 88 Development Director, WORT-FM
- Planned and coordinated all fundraising activities, including direct mail and on-air fund drives, as development director of listener-sponsored community radio, in Madison, Wisconsin.

## awards

Wisconsin Arts Board Literary Arts Fellowship, 2010.  
 Council of Wisconsin Writers Drama Award 2006, 2003, 2000.  
 Finalist, Yukon Pacific New Play Award, Edward Albee Theater Conference, Valdez, Alaska; 1999.

## education & training

Masters in Business in Arts Administration, University of Wisconsin, Madison; 1985.  
 Graduated with Distinction, B.A.s in Journalism & Comparative Literature, University of Wisconsin, Madison; 1978.  
 Attended Institute of European Studies in Paris, France; 1977.

## associations

National Advisory Board, Last Frontier Theater Conference; 2008.  
 Member Board of Directors, Barrymore Theatre, Madison, Wisconsin; 1993 to present.  
 Member, Overture Foundation Advisory Council; 1998.  
 Wisconsin Arts Board Panelist: Planning Advisory Committee, 1989-1992; Grant Support, 1992.  
 Theatre Communications Group.  
 Dramatists Guild.