

## CINDY DASHNAW

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## FREELANCE SR. COPYWRITER / CONTENT STRATEGIST

*Creating targeted messages that support your brand and tell your story*

Polished copywriter produces targeted strategic copy and social media content for companies, non-profits and individuals. Recognized for superior storytelling, writing and editing, and ability to focus message on goal. Fluent in AP Style. Enjoys researching new topics and collaborating with coworkers and clients. Smiles a lot.

- Worked with university advancement, admissions and financial aid staff to create and implement persuasive messaging for new strategic plan for student recruitment and staff interaction with parents and potential students.
- Created nuanced stockholder and employee communications leading up to bank merger that resulted in a favorable board decision and almost no loss of employees or account holders.
- Written award-winning copy for features, internal magazines, CEO letters and more.

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### FREELANCER

FT now and  
in previous years  
(see below)

### COPYWRITER / CONTENT PRODUCER

Specialize in persuasive storytelling content. Excellent grasp of grammar, punctuation and spelling. Experienced in PR and fundraising support.

Sampling of clients and projects:

- **Fundraising letters** for Adaptive Training Foundation in Dallas, and **fundraising emails** for Achieve marketing agency's non-profit clients, primarily in Florida and Indiana. End-of-year email series for six cohort organizations resulted in exceeding national averages in every category.
- **Feature stories** and **social media content** to promote global university alumni involvement, and for Kiwanis International magazine to recognize and encourage club activities globally for member recruitment/retention.
- **Case studies** (Navistar, ExactTarget, others) for tech firms Accenture (Seattle) and Level Up Development (Indianapolis), digital marketing agency Visionarity (Spain) and other for- and non-profit companies.
- **Web content** for nationwide clients of content writing company.
- **Onboarding document** to introduce new employees to Holman Resort company culture and CEO expectations.

### BUTLER UNIVERSITY

2015

### SENIOR COPYWRITER

- Developed copy for messaging map to **implement new brand** into admissions and financial aid outreach to launch new director's parent-student email recruitment program.
- Created **segmented fundraising** materials based on student stories for targeted audiences that restarted a lagging annual-fund strategy.
- Worked with design staff to create and update **web pages**.
- Provided copy for **social media outreach** and lauded for posts during live Tweeting.
- Developed and distributed university-wide **style guide**.
- Wrote **features and promotional digital posts** (and still do) for alumni magazine (print and online).

**ACHIEVE**  
(MARKETING  
AGENCY FOR  
CAUSES)  
2014 – 2015

#### SENIOR COPYWRITER / PROJECT MANAGER

- Transformed **direct-mail** solicitations into human-interest storytelling for fundraising emails and direct mail for non-profit clients. Most saw record amounts raised or had a positive introduction to multichannel campaigns.
- Crafted and edited content for employer and client websites, reports, blogs, **thought-leadership articles** and marketing messages.
- Wrote emails, press releases, and web and social media content for national conference targeted at studying millennials' behavior.
- Launched company's **Tumblr** account to promote conference attendance; secured 10,000 followers in three months. Live-tweeted from conference.
- Hired initially as contractor; recruited for full-time employment.

**BOHLSEN**  
**GROUP**  
2010 – 2013

#### CHIEF COPYWRITER / SENIOR PUBLICIST

- Advised on and/or created content and **messaging strategy** for bank, law firm, toy maker, style salon, book publisher, government agency, bar association (lawyers), self-published book authors and others.
- Wrote **responsive-layout email copy** for a hospital system, a chocolate manufacturer/seller and an international non-profit school.
- Wrote all copy for company's first website; wrote web copy for many clients and **launch copy** for several.
- Lent **strategic counsel** and editing to other account executives.

**FREELANCER**  
2007 – 2010  
(and see above)

#### COPYWRITER / CONTENT PRODUCER

Sampling of clients and projects:

- 15 blogs in 15 days for a bridal, tux and prom site.
- Blog posts, emails and digital posts promoting national conference in Chicago.
- Interview- and research-based 20-year history for Eiteljorg Museum of American Indians and Western Art, Indianapolis.
- Medical brochures, annual reports and e-letter articles to educate patients about diseases, processes and physicians for Indiana and Delaware hospital systems.
- Features of sick and injured children for foundation donor magazine to prompt gifts to Riley Hospital for Children.

#### EDUCATION

Bachelor of arts, Journalism, Indiana University (Indiana University-Purdue University Indianapolis).