



MICHAEL BEHRENHAUSEN

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EXPERIENCE

CONTENT WRITER/MARKETING COORDINATOR

Boulder Associates Architects | Boulder, CO | Jan. 2019 - Present

Sole marketing writer at Boulder Associates, working with architects, designers, and knowledge experts to create digital and physical content about projects, news items, and specific design innovations.

- Content liaison with internal and external subject matter experts
- Draft content for blog posts, articles, case studies, project narratives, PR and communications, white papers, and more
- Publish pieces on various platforms as necessary
- Manage, draft, and promote content via social media channels
- Website strategy and content

EXPERTISE

WRITING
EDITING
WEB CONTENT
GRAPHIC DESIGN
EMAIL MARKETING
PROJECT MANAGEMENT

SKILLS

ADOBE CREATIVE SUITE
AP STYLE
MICROSOFT WORD
WORDPRESS
CONSTANT CONTACT
KAPOST
UBERFLIP
MAILCHIMP
POWERPOINT

EDUCATION

COLORADO STATE UNIVERSITY
History & English

OFF THE CLOCK

- Grew up as an Army Brat, living and attending school across the United States and Europe
- Drummer for the spy-rock band Codename: Carter
- One of seven published finalists for The New York Times' "2012 Readers Choice Crumpled Fedora" pulp fiction writing contest

CONTENT WRITER

Harte Hanks | Denver, CO | Aug. 2017 - Oct. 2018

Managed, created, edited and promoted content in both digital and physical channels as part of the marketing communications team for an international agency.

- As part of editorial team brainstormed topics and maintained editorial calendar
- Drafted interview questions and interviewed internal and external subject matter experts
- Drafted copy for blog posts, articles, eBooks, white papers, infographics, eNewsletters and more
- Worked with editors to finalize content pieces for publication
- Published pieces in various software systems as necessary
- Managed and promoted content via social media
- Managed production design
- Assisted with measuring and reporting on content effectiveness

COPYWRITER, EDITOR, GRAPHIC DESIGN

The Denver Post | Denver, CO | Sept. 1996 - Oct. 2016

Worked as part of the Creative Services Department, which acts as an in-house advertising agency for The Denver Post and its parent company Digital First Media.

Writing & Editing

- Special section and magazine content
- Advertorial content
- Press releases
- Print and online advertisements
- Sales sheets
- White papers
- Email marketing
- Email newsletters
- Website content
- PPC advertisements
- Facebook/social advertisements
- Posters, flyers

Graphic Design

- Advertisements (print & online)
- Sales sheets
- White papers
- PPC advertisements
- Posters, flyers
- Postcards
- Special sections and magazines

REFERENCES

NICOLE BUMP
Director of Content Marketing
Harte Hanks (2017-2018)
nicole.bump@gmail.com

TIM DUBUS
Creative Services Director,
The Denver Post (1988-2016)
dubustim@gmail.com

STEVE GRAY
Director/Design
Steven Gray Design
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