

MICHAEL BEHRENHAUSEN

CONTACT

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Denver, Colorado, USA

michaelbehrenhausen.com



EXPERTISE

WRITING
EDITING
WEB CONTENT
GRAPHIC DESIGN
EMAIL MARKETING
PROJECT MANAGEMENT

SKILLS

ADOBE CREATIVE SUITE
G-SUITE
AP STYLE
MICROSOFT OFFICE
WORDPRESS/DIVI
CONSTANT CONTACT
KAPOST
MAILCHIMP

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

EXPERIENCE

FREELANCE/CONTRACT CONTENT SPECIALIST

Denver, CO | March 2020 - Present

- Copy and content writing
- Editing
- Production design
- Wordpress site management
- Email marketing
- PR and Research

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

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

REFERENCES

STEVE GRAY
Senior Art Director
Flimp Communications
steve@flimp.net

MARLA SCHILLING
Brand & Creative Services, Senior
Zayo
marla.schilling@zayo.com

TIM DUBUS
Creative Services Director,
The Denver Post (1988-2016)
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