

MICHAEL BEHRENHAUSEN

CONTACT

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Denver, Colorado, USA

michaelbehrenhausen.com



EXPERTISE

COPYWRITING
COPYEDITING
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

AWARDS

COLORADO PRESS
ASSOCIATION
1st Place – Classified Pages/Sections - 2014
REEL RIDES | THE DENVER POST
1st Place – Automotive Ad - 2014
CO DRIVES AUTOSHOW | THE DENVER POST
1st Place – Circulation Promo - 2012
THE DENVER POST

EXPERIENCE

CONTENT WRITER

Harte Hanks | Denver, CO | Aug. 2017 – Current

Currently working as part of a four-person marketing communications team for an international agency to manage, produce, edit and promote content in both digital and physical channels.

- Working with editorial team to brainstorm topics and maintain editorial calendar
- Drafting interview questions and interview internal and external subject matter experts
- Drafting copy for blog posts, articles, eBooks, white papers, infographics, eNewsletters and more
- Working with editors to finalize content pieces for publication
- Publishing pieces in various software systems as necessary
- Managing and promoting content via social media
- Production design
- Assisting with measuring and reporting on content effectiveness

ASSOCIATE EDITOR + OPERATIONS DIRECTOR

Modern In Denver Magazine | Denver, CO | Feb. 2017 – Current

Manage editorial, events, social media, and operations as part of a three-person team at Modern In Denver—a regional magazine focusing on art, architecture, and design.

- Coordinated story assignments for print & web content
- Copy edit for print & web
- Create content for print, web & blog
- Research feature articles
- Coordinate social media content & advertising
- Email newsletters
- Event coordination, promotion and operations
- Managed office operations
- Production design
- Ad trafficking

COPYWRITER, EDITOR, GRAPHIC DESIGN

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

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

Copywriting & 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, fliers

Graphic Design

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

REFERENCES

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

STEVE GRAY
Creative Director,
NORDEN41
steve.gray@norden41.com

JOHN WENZEL
Journalist/Author
The Denver Post, Rolling Stone,
Esquire Magazine, The Guardian
jwenzel@denverpost.com