

DENA PRUETT

EXPERIENCE

UNITED WAY OF RHODE ISLAND, Providence, RI

Director of Communications, 2017 – 2018

Chief storyteller of UWRI. Created and ran editorial calendar across organization. Managed all paid advertising opportunities, both digital and print, including planning, message development, and budget. Trained staff content contributors. Wrote original copy and curated content for all major print and digital publications as well as social media.

Project Manager, Digital Media Marketing, 2014 – 2017

Helped UWRI build its relationships with audiences through compelling storytelling. Provided and curated content for digital channels. Developed and implemented strategies for increasing traffic and reach to UWRI digital channels. Wrote and edited copy for print publications. Trained and led UWRI staff in use of social media.

CENTENARY COLLEGE OF LOUISIANA, Shreveport, LA

Director of Strategic Communication, 2013 – 2014

Promoted the College through the news media and coordinated public relations efforts. Developed and published press releases, talking points, digital content, and more for internal and external audiences. Managed three-member team and multiple interns. Oversaw all major print publications, social media channels, and content development.

News and Feature Writer, 2011 – 2013

Developed, drafted, and published original content for print, digital, and online publications to achieve college marketing goals. Managed production schedules and social media channels. Coordinated editorial processes and media relations.

Philanthropy Writer & Administrative Assistant, 2008 – 2011

Wrote donor solicitation appeals for print publications and correspondence. Conducted donor capacity research. Updated donor and alumni records in Banner. Maintained a daily log of all gifts to the College. Coordinated alumni events.

LOUISIANA STATE HEALTH SCIENCES CENTER, Shreveport, LA

Editorial Consultant, 2006-2008

Edited manuscripts and book chapters. Drafted grant proposals. Served as research assistant for case studies and manuscripts. Coordinated writing and filing of Institutional Review Board studies.

EDUCATION

LOUISIANA TECH UNIVERSITY, Ruston, LA

Graduate Certificate in Technical Writing & Communication, 2008

NORTHWESTERN STATE UNIVERSITY, Natchitoches, LA

Bachelor of Arts, English – Professional Writing, 2006

PORTFOLIO

www.denapruett.com

SKILLS

Content Marketing, Social Media Advertising and Marketing, Digital Strategy, HootSuite, Buffer, Basecamp, Smartsheets, WordPress, WP Engine, Expression Engine, HTML, CSS, SEO, Google Analytics, Photoshop, InDesign, Canva, Constant Contact, MailChimp