

# Danielle Letenyei

---

608.438.6996 • dletenyei@icloud.com • [danielleletenyei.com](https://danielleletenyei.com)

## PROFESSIONAL SUMMARY

---

Creative, articulate, and organized professional SEO content writer with years of experience creating engaging content. Ability to research any topic and turn it into copy that everybody can understand. Expertise in articles, blog posts, press releases, and case studies.

## SKILLS

---

**Content Writing | Article / Blog Writing | Interviews | Research | Social Media Posts | Case Studies**  
**Email Marketing | Content Strategy | Press Releases | Media Relations | Editing | SEO**

## RELEVANT WORK EXPERIENCE

---

### Freelance Content Writer

**Various websites - Remote**

January 2021 - Present

I write SEO content on personal finance, investing, insurance, real estate, healthcare, environmental issues, sustainability, and pets. My work has appeared at [Green Matters](#), [U.S. News & World Reports](#), [FinanceBuzz.com](#), [MarketRealist.com](#), and [SpineUniverse.com](#).

### Advertising and Content Manager

**Sive of Women Magazine - Janesville, WI**

January 2017 - November 2018

I managed the content and advertising of a bi-monthly women's magazine. In this role, I :

- Wrote and edited content.
- Assigned freelance writers and photographers.
- Collaborated with graphics team on design of the magazine and marketing collateral.
- Worked together with social media team to promote the magazine.
- Managed sales staff on building new business.
- Developed new opportunities to increase revenue.

### Reporter

2002 - 2005

**The Janesville Gazette - Janesville, WI**

As a full-time general assignment reporter for a local daily newspaper, I covered a range of topics (e.g., news, business, education, healthcare, lifestyle).

## Newspaper Publisher and Owner

1998 - 2001

**The Evansville Citizen** - *Evansville, WI*

I started and ran a weekly small town newspaper. In this role, I wrote, edited, and designed the 12 - to 20-page paper as well as:

- Managed a three-person staff.
- Made editorial decisions on stories to cover, photos to take, and press releases to run.
- Interviewed subject experts for articles.
- Covered meetings and events and wrote articles about them.

## OTHER WORK EXPERIENCE

---

### Account Executive

**WKOW Channel 27** - *Madison, WI*

June 2020 - Present

I was responsible for creating and selling advertising campaigns for commercial airtime. I also wrote commercial scripts.

### Sales Representative

**BRAVA Magazine** - *Madison, WI*

November 2018 - May 2020

I was responsible for selling advertising for monthly women's magazine.

### Multi-Media Account Executive

**Madison Magazine / Morgan Murphy Media** - *Madison, WI*

December 2015 - January 2017

My job was to grow new and incremental business for print, television, and digital advertising.

## EDUCATION

---

**Bachelor of Science – Journalism** - *California Polytechnic University, San Luis Obispo, California.*

**Content Writing Certification** - *HubSpot Academy, 2020*

**Creative Copywriting Certification** - *Udemy, 2020*

## PROFESSIONAL SKILLS

- Strong communication, writing, and creativity capabilities.
- The ability to work well independently and as part of a team.
- Ability to work well under pressure and to meet deadlines.
- Excellent copywriting and editing skills.