

## DAVID A. PORTER

<https://david.journoportfolio.com/>

### SUMMARY

I am a copywriter and editor with extensive digital, social media, public relations, journalism and publishing experience.

### EXPERIENCE

#### Vodia Networks, Inc.

2021

VP of Communications

- Content creation and strategy for cloud PBX provider: press releases, blog posts, bylined articles, social media posts and website copy. Work directly with partners and resellers to prepare and disseminate content; media outreach and trade show coordination; public relations and events.

#### MTA

#### Content Coordinator

2018 to 2020

- Developed content for MTA Construction & Development (C&D), including for AModernLI.com, a consumer-facing website to enhance public perception of approximately 100+ LIRR modernization projects: curated photos and visual media; inspected project sites; shared content via all AModernLI social media accounts; proposed and trafficked special projects (maps, infographics and videos). Daily internal C&D communications including newsletter and intranet articles, presentations and content for agency events.

#### Conduit Global

#### Digital Copywriter

2018

- Rebranding and website overhaul and relaunch for global cloud contact center solutions provider: website text, blog posts and case studies; prepared and disseminated press releases to local media outlets for HR Department hiring campaigns.

#### Gina Genovese for NJ Governor

#### Communications Director

2017

- Managed overall communications and media relations strategy: pitched interviews and feature stories to media throughout New Jersey – ultimately garnered five features, including interviews with The Associated Press (NJ News), NJ 101.5 and NJTV; wrote and revised Op-Ed pieces, ballot descriptions, pitch letters and social media posts; planned live events.

#### Quantcast

2017

#### Digital Copywriter, Marketing Department

- Prepared social media posts for Cannes Lions 2017; developed marketing concepts including “24 Hours at Quantcast” Instagram campaign and “Women in Tech” blog campaign; prepared ad copy and pitched concepts for localized (San Francisco) out-of-home engineer recruitment campaign.

#### Freelance

2009 to present

#### ASML

- Draft and edit internal communications content, including articles, correspondence and newsletters.

#### Broadridge

- Prepare monthly regulatory insights newsletter.

#### Celestyal Cruises

- English-language brochures, bylined articles, press releases, comprehensive website text and internal (HR) communications, including tri-annual corporate newsletter; provided content in support of 2015 rebrand; sailed as “mystery cruiser” in June 2016.

**Robert Wood Johnson (RWJ) Fitness and Wellness**

- Oversaw content creation and strategy for RWJ Fitness and Wellness membership drives; wrote and disseminated press releases and social media content; created print ad concepts targeted at new and former members.

**TEDx University of Nicosia (TEDxUNIC)**

- Helped secure speakers and sponsors; prepared all press releases and tweets and posts for day-of social media activities; maintained a constant stream of social media activity during events.

**3CX**

**2012 to 2013**

**PR Executive**

- Prepared blog posts, brochures, case studies, media alerts, newsletters, PPT presentations, press releases and website text for cloud PBX provider; developed release-specific and market-specific (localized) distribution lists; social media posts.

**Action Global Communications**

**2008 to 2009**

**Business Development Manager**

- Pursued partnerships with multinational public relations agencies; pitched potential clients in the USA and Europe, including Hewlett Packard and the Cyprus Tourism Organisation; wrote and disseminated articles and press releases for key accounts, including British Airways and Cyprus Airways.

**Stereo Embers Magazine**

**2007 to present**

**Editor at Large**

- By-lined feature articles, interviews, album reviews and press releases and content strategy.

**Porter, LeVay & Rose, Inc. Investor Relations**

**1998 to 2008**

**Vice President**

- Prepared press releases, action plans, fact sheets, newsletter articles, letters to shareholders, pitches and PPT presentations – Director of San Francisco office from August 2000 to July 2005; arranged and chaperoned group and private meetings for clients with brokers, investment bankers, portfolio managers and research analysts.

**20 Pounds of Headlights**

**2000 to 2004**

**Co-Founder, Managing Editor + Publisher**

- Created and published independent national literary annual: took entire magazine from concept to publication and distribution.

**San Francisco State University**

**1998 to 1999**

**Lecturer, Undergraduate Creative Writing (CW 403)**

- Conducted short fiction workshops; selected and supervised teaching assistants; assigned final grades; prepared syllabus and comprehensive reader; Fiction Editor for *14 Hills*, *The San Francisco State University Literary Review*, for Vol. 5, No. 1, Fall 1998 and Vol. 5, No. 2, Spring/Summer 1999.

**EDUCATION**

- MFA, Creative Writing. San Francisco State University. 1999.
- MA, English (CW concentration). San Francisco State University. 1995.
- BA, English. Rutgers University. 1992.