

JAMES PENHUNE

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PROFILE

- Versatile freelance writer/editor with background in marketing, publishing, research, and technology
- Key skills include copywriting for online and print; e-mail marketing; blogging and social media; SEO writing; research, fact-checking, and proofreading

EXPERIENCE

KPMG US, Freelance Copywriter—2021-2023

Wrote and edited web copy, social media content and other marketing materials for KPMG's consulting and tax practices. Researched, interviewed, and wrote business case studies describing major KPMG consulting engagements with companies in technology, manufacturing, media, retail, and utilities.

David Bull Publishing, Marketing Manager/Writer—2014-2018

Wrote and edited all marketing materials for David Bull Publishing, a Phoenix-based book publisher. These included:

- Copy, headlines, and images used to sell books through the company's Web site (www.bullpublishing.com)
- Copywriting, design, and distribution for e-mail marketing campaigns delivered via Constant Contact. These campaigns produced significant revenue and above-average open and click-through rates
- Text and images for social media, including articles, sales copy, and information on books, promotions, and events
- Copy and images for catalogues, direct mail campaigns, and print and online ads

David Bull Publishing, Writer/Editor—2008-2014

Responsible for evaluating, developing, and editing book manuscripts. During this time Bull's books consistently received strong reviews from the media and awards from industry organizations. Other assignments included:

- Acquiring and editing photographs and supervising contractors for book design and manufacturing
- Writing all cover copy, web site copy, press releases, and other marketing content for new books

Strategy Analytics, Director, Global Broadband Practice—2002-2007

Responsible for writing and presenting research and forecasting on broadband Internet and digital TV services for Strategy Analytics, a technology research firm with offices in the UK and Massachusetts. Other duties included:

- Supporting an international base of clients in the technology, media and telecom industries
- Managing the design and analysis of consumer research surveys on broadband adoption and user behavior

The Yankee Group, Director, Media & Entertainment Strategies—2000-2001

Supervised research, publications, and business development for the Media & Entertainment Strategies practice of the Yankee Group, a technology research firm based in Boston.

- Client deliverables included reports and forecasts, weekly news updates and proprietary consulting projects
- At its peak MES supported five employees, 70 clients, and nearly \$1.5 million in annual revenue

EDUCATION

New York University, Tisch School of the Arts—B.A. with honors in English Literature and Cinema Studies