

Dana Green

Senior Copywriter
Denver, CO
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Summary

Passionate, data-driven storyteller with over a decade of experience crafting engaging, high-impact content, including 5 years of in-house corporate copywriting in both consumer and B2B contexts. Adept at crafting voice to conform to brand identity, conceptualizing innovative campaign approaches, and collaborating across teams to deliver on-brand, compelling creative that resonates with diverse audiences.

Skills and Strengths

Creative copywriting, campaign development, brand tone strategy and voice development, style guide leadership, digital marketing, social media marketing, cross-functional collaboration, partnerships, video, problem-solving, resourcefulness, multitasking, distilling complex ideas, problem-solving, conversational French, Chicago style, AP style

Education

- Bachelor of Arts with Distinction, Linguistics, University of Colorado Boulder, Minor in Classics: Latin Language and Literature, Certificate in Cognitive Science: Speech, Language & Hearing Sciences; Member of Phi Beta Kappa Society; Senior year: Communications Officer, Secular Students and Skeptics Society
- December 2017, Poynter ACES Certificate in Editing, American Copy Editors Society, Poynter NewsU
- May 2023, TQUK Level 5 Certificate in Teaching English as a Foreign Language, International TEFL Academy

Experience

June 2024 to Present, Senior Copywriter, Lumen Technologies

- Led the 2024 Copy team intern through their internship, including training, daily management, ongoing communication, and mentorship
- Assisting in leading creative campaigns from concepting to completion

April 2022 to June 2024, Copywriter, Lumen Technologies

- Copywriting and editing for B2B SaaS web, print, social, digital, blogs, technical data sheets, infographics, email, and video marketing
- Concepting and copy strategy development for large-scale mid-market, enterprise, and public sector campaigns
- Updating and proofreading copy templates across channels and content types to adhere to company vision, brand strategy, and writing best practices
- Consistently collaborating with marketing, product, design, UX, legal, and other cross-functional teams
- Copy Lead of the 2024 Marketing AI Guild, an employee organization that pursues using AI for internal and external marketing and communications at Lumen
- Sole author of a guide to using Microsoft Copilot to assist in copy production
- Member of the Style Guide Guild, a group of copywriters continually updating and organizing the Lumen style and brand guidelines

June 2018 to September 2019, Junior Copywriter, Crocs, Inc.

- Copywriting and editing for B2C print, social, digital, and email global ad campaigns, web content and product descriptions for the U.S. website
- Ownership of editing and proofreading the above plus internal content
- Innovating copy organization and advocating for style adherence within the Creative team
- Sole author of the first comprehensive Crocs style guide

January 2016 to April 2022, Freelance Copy Editor & Proofreader

- April to July 2021, *Fatal Acquisition* by James Cotera, provided cover-to-cover line and developmental editing for a 122,000-word thriller fiction novel set in the world of corporate finance
- February to May 2018, The Creative Group
 - Crocs, Inc.: Sales presentation and product copy proofreading, Jibbitz™ charm and SEO copywriting
 - The Integer Group: Agency print and digital ad proofreading for Starbucks, Mars Wrigley, and P&G
 - Pinnacol Assurance: Editing and proofreading workers' compensation informational handouts for healthcare professionals

March to June 2018, Linguistic Data Annotator, Defined.ai (Client: Facebook)

- Annotating named entity and dialogue act markables in organic Facebook posts and coreferring them to existing Facebook wiki pages
- Achieved notable schema refinement for current and future AI annotation methods through personal collaboration with Facebook AI/LLM specialists

September 2013 to April 2018, Research Assistant: Linguistic Annotator, University of Colorado Boulder

- Natural language processing (NLP) annotation for preprocessed medical documents and sets for advanced intra- and cross-document nominal coreference and temporal relations
- Thorough and nuanced understanding of the THYME schema in association with the Mayo Clinic, the Harvard Children's Hospital, the University of Alabama, and the CU Boulder Institute of Cognitive Science (Dr. Martha Palmer)