

Dana Green

Senior Copywriter & Editor

Branford, CT

contact@danagreenwrites.com

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Summary

Versatile writer and editorial strategist with 10 years of experience crafting precise, impactful content, including 5 years of corporate B2B and B2C copywriting. Known for elevating brand voice, refining editorial standards, and delivering holistic scrutiny to ensure clarity, consistency, and impact. Cultivates creative fluency by unifying a command of language with supportive mentorship and proactive collaboration. Utilizes AI to boost production and review efficiency.

Skills and Strengths

Creative copywriting, campaign development, content strategy, brand strategy, omnichannel campaigns, SEO, voice development, style guide management, digital marketing, social media marketing, cross-functional collaboration, teamwork, partnerships, video, distilling complex ideas, conversational French, Chicago style, AP style

Education

- Bachelor of Arts with Distinction in Linguistics from University of Colorado Boulder, Minor in Classics: Latin Language and Literature, Certificate in Cognitive Science: Speech, Language & Hearing Sciences
- 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

- Elevated brand voice and consistency as Managing Editor of the Lumen Style Guide, creating and enforcing editorial standards, resolving disputes, and establishing cross-functional best practices
- Led development of a Copilot agent that serves as a first-pass editor for style and mechanics, minimizing time spent on copy cleanup by up to 80%; developed and maintained all knowledge base documentation, including the comprehensive 95-page Lumen Writing and Content Stylebook and supporting glossary and abbreviations list
- Trained, managed, and mentored the 2024 Copy intern, providing daily guidance and professional development
- Led onboarding and skills development for new copywriters, improving team quality and speed

April 2022 to June 2024, Copywriter, Lumen Technologies

- Crafted and edited B2B SaaS content across web, print, social, digital, blogs, technical data sheets, infographics, email, and video marketing
- Evolved concepts and content for brand-level midmarket, enterprise, and public sector campaigns
- Collaborated with Product Marketing, Design, UX, Legal, and other cross-functional teams
- Led AI implementation efforts as Copy Lead of the 2024 Marketing AI Guild
- Authored a copywriter's guide to using Microsoft Copilot to assist in copy production
- Contributed as a member of the Style Guide Guild

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

- Produced a high volume of multichannel content spanning B2C print, social, digital, email, and web
- Elevated creative quality by pioneering copy organization systems and championing brand style
- Authored 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