Dana Green

Copywriting | Editing | Writing Standards & Governance | AI-Assisted Workflows

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PROFESSIONAL SUMMARY

10+ years of writing and editing experience, most recently 6 years in enterprise B2B and B2C marketing. Wrote a 100-page enterprise stylebook from scratch, built an AI editing agent that cut first-pass cleanup time by up to 80%, and set up editorial governance for a claims library of 800+ entries.

PROFESSIONAL EXPERIENCE

LUMEN TECHNOLOGIES | Fortune 500 telecommunications; 25,000 employees; 60+ countries

Senior Copywriter, Managing Editor of Style June 2024 – October 2026

- Led development of a Microsoft Copilot editing agent that cut first-pass copy cleanup time by up to 80%, with human oversight built in.
- Authored and maintained the 100-page Lumen Writing and Content Stylebook, plus its glossary and abbreviations list.
- Directed editorial strategy, standards, and brand voice governance across internal communications and marketing, setting cross-functional best practices and resolving editorial disputes.
- Closed gaps in claims governance with a first-pass editorial review process for a claims library of 800+ entries, verifying claim fidelity before approval.
- Established a cross-functional review partnership with Brand to vet 10+ high-profile product and campaign names for brand standards, punctuation, and readability per year.
- Led style and AI training for 10+ new and existing copywriters.
- Selected and mentored the 2024 copy intern with daily writing guidance and feedback, leading to a full-time offer.

Copywriter April 2022 – June 2024

- Developed and edited multichannel B2B SaaS marketing content across web, print, social, email, blogs, video, data sheets, and infographics.
- Developed campaign messaging, creative concepts, and brand storytelling for enterprise, midmarket, and public sector campaigns.
- Served as Copy Lead of the Marketing AI Guild, driving AI adoption across 300+ marketers, and authored the team's guide to Microsoft Copilot for copywriters.
- Collaborated with Product Marketing, Design, UX, and Legal on messaging accuracy and brand consistency.
- Analyzed content performance metrics (time on page, CTR) to identify opportunities for web copy and UX optimization.

FREELANCE

Copy Editor & Proofreader January 2016 – April 2022

- Provided line, developmental, and copy editing for long-form manuscripts, short-form marketing content, and academic writing.
- Edited *Fatal Acquisition* by James Cotera, a 122,000-word thriller set in corporate finance (2021).
- Clients included The Integer Group (Starbucks, Mars Wrigley, P&G), Crocs, Pinnacol Assurance, wikiHow, Marcus & Millichap, The Brand Chefs, and Linguistics PhD dissertations at CU Boulder.

CROCS, INC. | Publicly traded global footwear brand; 7,000 employees; 85+ countries

Junior Copywriter June 2018 – September 2019

- Produced high-volume, multichannel B2C marketing content across web, digital, print, social, and email.
- Authored Crocs' first comprehensive brand style guide.
- Built copy organization systems and championed brand style across creative teams.

SKILLS & TOOLS

Style guide development · Copy editing & proofreading · Fact-checking · Quality assurance · Writer training & mentorship · Brand voice · B2B & B2C copywriting · Integrated campaigns · SEO · AI-assisted content production and workflow development · Long-form · AP Style · Workfront · Microsoft Copilot · Microsoft Office Suite · Adobe Suite

EDUCATION & CERTIFICATIONS

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

Certificate in Editing
Poynter ACES NewsU

TQUK Level 5 Certificate in TEFL
International TEFL Academy