Dana Green
Senior Copywriter & Editor
New York City Metropolitan Area
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View portfolio

Professional Summary
Editorial strategist and senior editor with 10 years of professional writing and editing experience, including 5 years in corporate B2B and B2C marketing. Specializes in enterprise editorial standards, brand voice development, content quality assurance, and scalable editorial workflows. Experienced in developing comprehensive style guides, leading cross-functional initiatives, mentoring writers, and implementing AI-assisted editorial solutions that improve production efficiency while maintaining human oversight. Combines exceptional editorial judgment with a strategic approach to content operations and organizational consistency.

Core Competencies
Editorial Strategy & Governance: Editorial leadership, editorial strategy, content standards and governance, copy editing and proofreading, style guide development, quality assurance, content quality control

Brand & Content Strategy: B2B and B2C copywriting, integrated campaign development, omnichannel marketing, SEO implementation

Content Operations & Innovation: AI-assisted content production, Microsoft Copilot, editorial workflow optimization, knowledge base documentation, content management systems (Workfront)

Leadership & Collaboration: Writer mentorship, training, and onboarding, cross-functional partnership, stakeholder management, editorial process development

Education
- Bachelor of Arts with Distinction in Linguistics from University of Colorado at 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

Professional Experience
June 2024 to October 2026, Senior Copywriter, Lumen Technologies
- Directed editorial standards and brand voice governance as the Managing Editor of Style, establishing cross-functional best practices and resolving editorial disputes to ensure consistency across internal communications and marketing channels.
- Authored and maintained the comprehensive 100-page Lumen Writing and Content Stylebook, supporting glossary, and abbreviations list, establishing authoritative content quality standards.
- Led development of an AI-powered Microsoft Copilot editing agent that reduced time spent on first-pass copy cleanup by up to 80%, improving editorial efficiency while preserving human oversight.
- Identified and addressed gaps in claims governance by developing a first-pass editorial review process for a library consisting of over 800 entries, verifying claim fidelity and preventing style, grammar, and formatting issues from entering the approved repository.
- Established an editorial review partnership with Brand to vet proposed product and campaign names before approval, ensuring consistency with brand standards and preventing issues with naming conventions, punctuation, and readability.
- Led style and AI training for a team of 10+ new and existing copywriters, improving team writing quality and production efficiency.
- Interviewed and managed the summer 2024 Copy intern, providing daily editorial guidance, feedback, and professional development.

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April 2022 to June 2024, Copywriter, Lumen Technologies

- Developed and edited integrated B2B SaaS marketing content across web, print, social, email, blogs, video, technical data sheets, and infographics.
- Shaped messaging and creative concepts for enterprise, midmarket, and public sector campaigns, aligning content with brand positioning and marketing objectives.
- Collaborated with Product Marketing, Design, UX, Legal, and other cross-functional stakeholders and contributors to ensure messaging accuracy, brand consistency, and content quality.
- Provided suggestions for copy improvement based on content performance analysis of key metrics, including time spent on page and CTR.
- Served as Copy Lead of the 2024 Marketing AI Guild, spearheading AI adoption and implementation initiatives across Marketing.
- Authored a comprehensive guide to Microsoft Copilot for copywriters, establishing practical standards for AI-assisted content production.
- Contributed to enterprise editorial governance through membership in the Style Guide Guild.

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

- Produced high-volume, multichannel B2C marketing content across web, digital, print, social, and email.
- Authored Crocs' first comprehensive brand style guide, establishing editorial standards and supporting consistent brand voice across marketing communications.
- Developed copy organization systems and championed brand style to improve creative consistency and editorial quality.

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.
- 2016 to 2021, Independent clients include: 1Hour Break, Marcus & Millichap Real Estate Investment Services, The Brand Chefs, wikiHow, A-6684 Capital, Linguistics PhD dissertations at CU Boulder