

David Lee Cummings

710 Derby Avenue, Cincinnati, Ohio 45232 • (513) 255-4767 • cincydave@gmail.com • www.flawlesscopy.com

Summary of Qualifications

Writing & Editing

- Published hundreds of sports, business, profile, and opinion articles in three newspapers, a national magazine, and other publications
- Wrote, copyedited, and proofread countless marketing pieces for Microsoft, Dell, IBM
- Developed and wrote copy for numerous Web sites, including achieving top search engine rankings through expert search engine optimization (SEO) efforts
- Scriptwriter of two produced independent short films
- Bachelor of Arts in Professional Writing from Purdue University

Marketing

- Played a key role in the procurement of \$100,000 venture capital in a real estate investment company through branding and creation of marketing plan and materials
- Obtained funding for a nonprofit organization through successful grant applications
- Led Google AdWords pay-per-click, e-mail marketing, and social networking initiatives

Management

- Managed projects for Dell, IBM, Microsoft as managing editor at a top marketing firm
- Headed the marketing department at a real estate investment company
- Supervised entire staff of reporters as news editor of a daily newspaper

Employment Experience

Shift Leader, MHEIS • St. Joseph Orphanage • Cincinnati, Ohio • 2001 – Present

- Provide guidance and leadership to coworkers in everyday as well as critical situations
- Submit daily reports to leadership team regarding shift activities, incidents, concerns
- Provide direct care to troubled youth in residential treatment setting
- Innovate and implement effective therapeutic interventions

Director of Marketing • Camelot Group • Cincinnati/Columbus, Ohio • 2006 – 2008

- Developed and implemented marketing plan and materials from scratch:
 - Branded company and created entire line of company marketing pieces—including logo, business cards, trade show materials, and Web site—efforts critical to obtaining \$100,000 capital investment in company
 - Implemented and managed Web and e-mail marketing campaigns
 - Coordinated and hosted investment seminar

Managing Editor • The TDA Group • Los Altos, CA 1999 – 2000

- Edited award-winning marketing magazine, *Dell Power Solutions*
 - Earned Society for Technical Communications Touchstone 2000 award for excellence in the category of magazines
- Copyedited and proofread marketing material for IBM and other high-tech firms
- Wrote ad copy for Microsoft and Dell

Additional Experience

- *News Editor* • *The Chanute Tribune*
- *Sports Writer* • *Lafayette Journal & Courier*
- *Staff Writer* • *The Purdue Exponent*
- *Contributing Writer* • *Photo Imaging Entrepreneur* magazine
- *Investigative Reporter* • Fund for Investigative Reporting
- *Freelance Copywriter / Copy Editor / Web Developer*
- *Development Director* • The Korean Center of San Francisco

Education

- Master of Public Administration, Northern Kentucky University, 2010 (projected)
- Master's Certificate, Nonprofit Management, Northern Kentucky University, 2009 (projected)
- BA, Professional Writing, Purdue University, 1994, academic honors

Volunteer & Community

- *Executive Committee Member*, Spring Grove Village Community Council, Cincinnati, Ohio
- *Founder*, Healing Embrace, a resource for direct-care staff in residential treatment care facilities for troubled youth:
 - Launched initiative completely from scratch, providing mission, vision, sweat equity, and funding
 - Wrote all content for and manage Web site: www.HealingEmbrace.org
 - Creating a line of guided meditation audio recordings to help traumatized children achieve improved sleep and relaxation
 - Author of the guidebook [Tips & Tricks for Working with Children in Residential Treatment Care](#)
 - Editor of the guidebook [Growth Opportunities for Supervisors & Administrators Who Manage Residential Treatment Care & Educational Programs](#)

Awards & Accomplishments

- *Editor of Dell Power Solutions*, recipient of Society for Technical Communications Touchstone 2000 award for excellence in the category of magazines
- *Staff writer* for *Lafayette Journal & Courier*, awarded "AP Top Ten Sports" section
- *Intern of the month*, Purdue Athletic Public Relations Office

Excellent references available upon request.