

danielle dresden

1959 Winnebago Street; Madison, Wisconsin 53704
Phone: 608.244.2938
e-mail: danielledresden@gmail.com

objective

Freelance writing opportunities

executive summary

- Award-winning author with long-term experience in writing for print, online, live and radio audiences; as well as development of marketing and educational materials, public information campaign support, project documentation, proposals, scripts and direct mail pieces.
- Trained fundraiser and successful grant-writer, generating income from public agencies, private foundations and corporations, with proposals recommended as models for other grantseekers.
- Public relations veteran, developing and implementing numerous campaigns, working with diverse stakeholders and multiple media to protect area lakes, raise funds for non-profits and promote the arts.
- Experienced planner, originator of a model timeline for project management, successfully integrating creative interplay with fiscal responsibility and timeliness, working effectively in a mix of independent tasks and group process.

selected accomplishments

writing

- 2008 to present Freelance copywriter working with advertising agencies, national associations and healthcare clients to develop and implement social networking marketing campaigns, consumer communications, healthcare content, physician-to-physician newsletters and sell sheets for medical equipment manufacturers.
- Independent arts writer covering play licensing issues, arts education and other issues for *DramaBiz*, a national publication, and online sites.
- Freelance writer generating timely, focused online content for international business management and career websites, serving management and employees with one of a kind articles.
- 2000 to 2008 Freelance writer for *PharmacyWeek*, a print and online publication serving pharmacists throughout the United States and abroad.
- Developed a unique voice for editorial content, building on the publication's brand as the key resource for pharmacy career information.
 - Authored two 400-word articles on work-life topics in 43 issues annually, consistently delivering work error-free and ahead of deadlines, generating increased trade show traffic and requests for reprints.
- 1985 to present TAPIT/new works, a performing arts organization dedicated to artistic innovation and community connection
- Crafted promotional materials (press kits, brochures, e-mail alerts) for multiple projects, increasing sales and raising organizational profile in national and international markets.
 - Award-winning author of 30 produced plays.
- 2000 – 2002 Preschool of the Arts
- Wrote support materials for this non-profit school's Modified Capital Campaign.
- 1990 – 2000 Yahara-Monona Information & Education Campaign
- Developed flyers, brochures, handouts, presentation and training materials to raise awareness of water pollution issues, on topics from boating safety to construction site erosion control.
 - Researched, developed format and wrote booklet for "Environmental Assets," a program designed to find the common ground between business and the environment.

- 1990 Wisconsin Alliance for Arts Education
- Editor and author for "Arts Expressions," a monthly newsletter.
- 1984 – 85 ACUCA (now APAP) the national organization of performing arts presenters
- Editor and author for "The Bulletin," a newsletter combining articles by staff and practitioners.
- 1978 – 80 General assignment reporter in Seneca, South Carolina and Port Jefferson, New York.

planning/project management

- 1985 to present TAPIT/new works, a performing arts organization dedicated to artistic innovation and community connection.
- Developed a model timeline for project management, successfully integrating creative interplay with fiscal responsibility and timeliness.
 - Developed, produced and performed 30 new plays, 15 tap and jazz music performances and 10 works for young audiences while touring throughout the United States and abroad; conducted 20 residencies and developed a model residency format.
- 1990 – 2000 Yahara-Monona Information & Education Campaign
- Designed and implemented this multi-year, multi-media campaign raising public awareness of water pollution issues, working with diverse stakeholders and multiple media to protect area lakes.
 - Aggressively pursued a new look in television public service announcements and brochures by working with marketing professionals, drafting copy and producing material that connected with consumers.
 - Developed and coordinated innovative ways to raise awareness of water quality issues, including pontoon boat and bike tour guides with water quality improvement tips, the "Run-Off Run," storm drain stenciling and school presentations featuring a giant water drop.
 - Created and coordinated Yahara Lakes Week.

fundraising

- 1985 to present TAPIT/new works
- Successful grant-writing generated 18% of the organization's budget from public agencies, private foundations and corporations, with proposals recommended as models for other grantseekers.
 - Coordinated direct mail campaigns bringing in 9% of the organization's budget.
- 1985 – 88 Development Director, WORT-FM
- Planned and coordinated all fundraising activities, including direct mail and on-air fund drives, as development director of listener-sponsored community radio, in Madison, Wisconsin.

awards

Wisconsin Arts Board Literary Arts Fellowship, 2010.
 Council of Wisconsin Writers Drama Award 2006, 2003, 2000.
 Finalist, Yukon Pacific New Play Award, Edward Albee Theater Conference, Valdez, Alaska; 1999.

education & training

Masters in Business in Arts Administration, University of Wisconsin, Madison; 1985.
 Graduated with Distinction, B.A.s in Journalism & Comparative Literature, University of Wisconsin, Madison; 1978.
 Attended Institute of European Studies in Paris, France; 1977.

associations

National Advisory Board, Last Frontier Theater Conference; 2008.
 Member Board of Directors, Barrymore Theatre, Madison, Wisconsin; 1993 to present.
 Member, Overture Foundation Advisory Council; 1998.
 Wisconsin Arts Board Panelist: Planning Advisory Committee, 1989-1992; Grant Support, 1992.
 Theatre Communications Group.
 Dramatists Guild.