

DAVID MADDALENA

WRITING AND EDITING:
business / marketing / culture

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SUMMARY

- 15+ years communication, marketing, and strategy
- Published author: marketing, culture, religion, privacy and security
- Toolkit: HTML, CMS, Office, blogs, journalism, public speaking, art/photography

ABILITIES

- Create clear communications within tight deadlines
- Distill complex ideas to their simplest expression
- Web or print; informal or formal; blogs to books

PROFESSIONAL EXPERIENCE

Web Sites

- *Day Worker Center of Mountain View (dayworkercentermv.org)*: full content revision, maintenance, and site-code revision for this local center that brings employers and day laborers together (Pro bono)
- *Stand Out, LLC (1standout.com)*: original content and editing for real estate B2B startup, incl. Marketing and strategy
- *PrivacyRight, Inc.*: as Senior Writer for this company, produced multiple iterations of site over two years, targeted to businesses, consumers, and legislators
- *Trimble (trimble.com/geospatial)*: comprehensive edit for new geospatial division pages
- *Arms of Love International (armsoflove.com)*: comprehensive edit/write for org serving abandoned children
- *Wheels of Time (wheelsotime.com)*: full redevelopment for high-end model maker's site, incl. site development, content management [CMS] implementation, writing and editing
- *(Low) Tech Writer (lowtechwriter.com)*: blog and site development for essay project
- *Summit Steel Works (summitsteelworks.com)*: comprehensive site rewrite/edit
- *Lent Devotional (imby.net/easter)*: authored and optimized site that has remained a top search result on Google (often #1) for pertinent search terms for last ten years

Journalism and Writings

- *Conspire Magazine*: authored two articles for Spring 2012 issue on technology
- *Trimble Technology & More Magazine*: authored article on a high-school geospatial program (republished by *American Surveyor*), edited multiple articles
- *PrivacyRight, Inc.*: positioned company as thought-leader by forming relationships with publishers, co-writing and editing published papers on privacy and security, and by keeping executives in the public conversation
- *Designshops.com (a Miller Freeman property)*: authored four articles, ranging from company culture to marketing
- *(Low) Tech Writer (lowtechwriter.com)*: essay project included several journalistic essays
- *Laser Focus World (for Fairchild Imaging)*: article editing
- *Library of Distinctive Sermons (Hendrickson)*: sermon published

Marketing and Business

- *Stand Out, LLC*: strategy and writing, mkt. kickstart; web, video script, book, and blog
- *PrivacyRight, Inc*: Senior Writer; introduced company to investors and new product to consumers and businesses by creating business plans, executive summaries, presentations, complete web sites, and all marketing collateral (serving financial services, healthcare, and ecommerce)
- *Vineyard Christian Fellowship of the Peninsula*: Associate Pastor; crafted internal and public-facing communications of all kinds—public teachings (over 100), mission and vision statements, newsletters, regular teaching in special settings, letters, executive communications, web content
- *EnVisionID*: Director of Marketing; integrated and strengthened design firm's public messaging through new web site, several marketing and promotional plans, and new marketing collateral (print ads, PR, radio ads)
- *Pete's Treehouse*: presentations, thematic narrative for amusement park project
- *Seville Landscaping*: marketing collateral, web content, strategy
- *Wheels of Time*: marketing collateral, blog, newsletter (ongoing)
- *Pierce & Crow (executive recruiters)*: full messaging update, web content
- *Tools4Anger*: marketing collateral, web content
- *Dicarta, Inc. (enterprise contract management)*: new messaging, website, direct marketing
- *Media Arts Group, Inc (fine art marketing group)*: direct marketing, brochures, catalogs
- *Force 5 Software, Inc. (Java developer)*: comprehensive marketing—web, PR, ads, collateral

Book Projects

- *(low) tech writer*: collection of essays exploring technology and culture, 2012
- *Bright Sadness*: authored, published book about Lent, 2010
- *From Sinai to Patmos*: ghostwriter/editor/project manager for client's self-published book project, 2009
- *Stand Out*: ghostwriter/editor/project-manager for this 2010 real estate B2B promotional

CREATIVE / PERSONAL

- Published artist, poet, and author
- *(Low) Tech Writer*: essays at lowtechwriter.com (2008 - 2010)
- *IMBY (blog)*: art, poetry, and theology at imby.net
- World traveler, committed bicycle commuter, outdoor leadership

EDUCATION

- Cambridge University, UK: Visiting Scholar, divinity, 1993-1994
- Fuller Theological Seminary: Masters of Divinity; recipient, Parish Pulpit Fellowship, 1993
- Bennington College: Bachelor of Arts, 1988
- Stanford University: Marketing and Advertising Workshops, 1998

PORTFOLIO

<http://sevendown.org/write/portfolio>