

DREA KNUFKEN

(650) 793-2208 ~ PO Box 4452, Boulder, CO 80306 ~ drea@dreaknufken.com

SUMMARY: A detail-oriented professional writer with stellar communication and creative skills. Specialties include print and online content creation, research, editing, strategy, marketing communications and ghostwriting.

EXPERIENCE:

Freelance Writer, Denver, CO 1/07 - Present

Drea is currently a senior writer at BOCA, a boutique tech PR firm based in San Francisco. She writes marketing and public relations content, including case studies, press releases, media advisories, website content and online magazine articles. Her ghostwritten articles have appeared in national trade and business publications, including GigaOm, CRN, CIO Update, Fox Business News, MarketingDaily, Target Marketing, and more.

Drea was the editor-in-chief of BusinessPundit.com, a popular national business blog covering the economy, business, and national political economy, from 2008-2011. During that time, she established a national identity for the blog, putting it on the mainstream media radar and building traffic by 8,000+ visitors per day. She devised and executed a content mix that made the blog a valuable online resource on several different topics. Nationally, Drea's blog content has been syndicated by Reuters, Forbes, Fortune, BusinessWeek, Wired, and international outlets, including the Times of India.

Please find additional clients and experience below:

Print: Magazine clients include Backpacker, Natural Health, DiningOut, Delicious Living, Living Without, and many more. Drea co-authored *The Backroads and Byways of Colorado* (Countryman Press, a division of WW Norton), published in May 2008, and with a major revision in the works.

Web: Experience includes being the managing editor for websites, writing web articles, blogging, web marketing campaigns, press releases, and mapping websites. Regular contributor to the financial news website Minyanville, as well as the 300+-site syndicated Women News Network. Past clients include BusinessPundit.com, DineLA.com, GreaterLosAngeles.com, Colorado.com, Google.com, Wine Enthusiast, and others.

Editing: All levels of article- and Web editing, including copyediting, proofing, and fact-checking. Drea has worked with Delicious Living, the Los Angeles, San Diego, and Colorado Convention and Visitors Bureaus, Beyond Times Square, Inc., and Google

AdWords in this capacity, as well as individuals and corporations in the scientific and pharmaceutical fields.

Translation: A native German speaker with experience translating ad copy, product descriptions, travel writing, and academic papers from German into English. Projects include work with the Qualitative Research Center Group in Boulder, Google, NPR, the New York Convention and Visitors' Bureau, and tutoring German at the University of California, Santa Cruz.

CORPORATE EXPERIENCE

Weaver Publications Denver, CO: Web Editor, DineLA.com and GreaterLosAngeles.com 8/06 – 5/07.

- Assisted in massive site redesign, including drafting site maps, creating mock-ups, image selection, search function layout, and search engine optimization.
- Wrote all web content for Phase 1 of GreaterLosAngeles.com. Authored general overviews and features for consumers, including where to stay, culture, transportation, arts, recreation, nightlife, sports, dining, and more. Also wrote and edited Meeting Planner, Corporate, Cruise and Travel Professional sections of site.
- For DineLA.com, recruited and managed freelance writers for a list of over 1,000 restaurants, created editorial calendars for features, chef profiles and site updates, and wrote all feature copy for the site.
- Wrote features for the Los Angeles, San Diego, Colorado, Orange County and Austin Official Visitor's and Meeting Planner Guides, as well as Colorado's official website, Colorado.com. Also wrote regular featured events descriptions for visitdallas.com.

Home and Abroad, a startup in Boulder, CO: Destination Researcher 10/05 – 8/06

- Sourced and verified information for company's vast database of travel destinations. Edited online content, including expert recommendations, place descriptions and practical data, for over 30 destinations.
- Wrote over 100 original traveler activities for families, children and adults visiting Cancun, Cozumel and the Mayan Riviera. Also wrote and edited original descriptions for San Diego, Bermuda and Quebec City.
- Acted as a liaison between company and travel writers by administering continual data, deadline and progress checks.

Google, Inc., Mountain View, CA 3/03-9/05:

Blogger Coordinator 6/04 – 9/05

- Directed the writing team for Blogger Support. Created customer service responses, edited existing ones, implemented writing requests, and trained new coordinators. Assisted in formulating writing guidelines for Blogger Support team.
- Wrote external marketing campaign for Blogger entitled 101 Ways to Use Your Blog. Also created large internal Blogger ad campaign. Managed existing campaign.
- Created embedded-link user satisfaction survey for customers.
- Managed legal and policy issues for the product.
- Managed extensive customer support knowledge base. Supported Blogger clients by responding to emails in German and English, troubleshooting technical issues, and referring users to the appropriate help resources
- Categorized and described German products for beta release of Froogle.de.

AdWords Client Services Coordinator 10/03 – 6/04

- Helped customers get the most out of their advertising efforts by optimizing major pay-per-click accounts such as NPR and NexTag. Worked with large accounts and bulk ad campaigns (5000+ ads at a time).
- Provided customized, ongoing phone and email support to specific clients. Troubleshot existing advertising campaigns. Resolved technical, billing, and ROI problems.
- Assisted in German translations and verifications for ad copy.
- Managed AdWords booth at Ad:Tech tradeshow in Chicago.

AdWords Editorial Specialist 3/03-10/03

- Delivered targeted and effective on-line advertising by checking ad content, quality and accuracy. Optimized advertisers' keyword lists and ads to maximize ROI.
- Wrote and implemented weekly online satisfaction survey for temps in AdWords program.
- Implemented updated survey system for AdWords temp program. Trained new

group of surveyors on how to implement survey and analyze data.

- Managed teams of 20 AdWords temps by answering questions and providing instruction on ad approval process.
- Created, reviewed, and edited German ad copy for premium clients.

Additional work experience

6/02–3/03: Territory Manager and Sales Research Analyst, Taos–The Sys Admin Company, Santa Clara, CA

9/00–6/02: Teaching Assistant/Tutor for Economics, Politics and German, University of California, Santa Cruz

8/01–12/01: Marketing Intern, Africa Online Ghana, Accra, Ghana, West Africa

6/00–10/00: Front Desk Administrator, Mercer Court Hotel, Dublin, Ireland

Media memberships: Boulder Media Women; Lighthouse Writers Workshop, Denver; Boulder Writers' Alliance

EDUCATION

B.A. Politics (Honors), B.A. Business Management Economics, University of California, Santa Cruz, June 2002. Fluent – MS Office, Access, PowerPoint, and German Literate -- PageMaker, Illustrator, PhotoShop, HTML, CSS, Quark, Spanish, Dutch, and French
References available upon request.