

DAVID MADDALENA

WRITING AND EDITING

business / marketing / journalism

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SUMMARY

- 10+ years communication and strategy in profit and non-profit markets
- Published author: privacy and security, marketing, human interest, faith
- Skilled in all written marketing forms, and tools (HTML, CMS, Office, web/social)

ASSETS / ABILITIES

- Create clear communications within tight deadlines
- Write for print, web, or podium; formal or informal
- Distill complex ideas to their simplest expression

PROFESSIONAL EXPERIENCE

CURRENT and RECENTLY COMPLETED PROJECTS

- **Web sites:** *wheelsotime.com* (full redevelopment for high-end model maker's site, including squarespace.com implementation, content); *trimble.com* (editing/writing for new geospatial division); *armsoflove.com* (full content revision for *Arms of Love International*, org serving abandoned children); *summitsteelworks.com*; *tools4anger.com*
- **Journalism:** *Demand Studios*, contributing writer; *Trimble Technology & More Magazine* (writing and editing - my article on a high-school geospatial program picked up by *American Surveyor*); *Laser Focus World* (editing of article on charge-coupled devices for *Fairchild Imaging*)
- **Book Projects:** *Bright Sadness*: authored book about Lent, published 3/10; *From Sinai to Patmos*: ghostwriter/editor for self-published book project, published 12/09
- **Business collateral:** *Summit Steel Works* (brochures); *Tools4Anger* (brochures, web content); *Pete's Treehouse* (integrated messaging--presentations, thematic narrative for amusement park startup); *Wheels of Time* (marketing collateral, blogging)

VINEYARD CHRISTIAN FELLOWSHIP OF THE PENINSULA -Associate Pastor (January, 2002-May, 2009)

- Balanced complex historical and up-to-the-minute concerns for a community of 250 through carefully crafted internal and public-facing communications of all kinds: public teachings (over 100), mission and vision statements, newsletters, regular teaching in special settings
- Increased community cohesiveness, diversity, and participation through leading of teams, spearheading new initiatives, and revitalizing outreach and service opportunities (international ministry, local outreach / community service)
- Sermon published by Hendrickson (Library of Distinctive Sermons, 2001)

PRIVACYRIGHT, INC. (previously FUJO, INC.) -Senior Writer and Editor (September, 1999-September, 2001)

- Introduced compelling new business to investors and new product to the public by creating business plans, executive summaries, presentations, web sites, and all marketing collateral -each noted by industry experts as of highest quality (and, in at least one case, copied by the competition)
- Researched and influenced business strategy to attack then-new market for online

- consumer privacy
- Drove transition to new strategy with early concept for user-interface that solved real privacy problems
- 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
- Employee Achievement Award: first recipient, for excellence

DESIGNSHOPS.COM -online magazine published by Miller Freeman, Inc. (May-October, 1999) ... freelance

- Published four articles on subjects ranging from company culture to marketing

ENVISION ID, INC. -Director of Marketing (April, 1998-November, 1998)

- Integrated and strengthened this design firm's public messaging through new web site, several marketing and promotional plans, and new marketing collateral (print ads, PR, radio ads) leading to significant increase in traffic to Web site, new business

VARIOUS COMPANIES - Contract Writing (1997-1999)

- DICARTA, INC. -enterprise contract management (new messaging: website, direct marketing)
- MOUNTAIN VIEW COMPILER COMPANY (marketing integration: website, article)
- PIERCE & CROW -executive recruiters (full messaging update: website)
- FORCE 5 SOFTWARE, INC. -Java developer (total marketing: website, PR, print ad, collateral)
- MEDIA ARTS GROUP, INC -fine art marketing group (copywriting: direct marketing, brochures, catalogs)

C R E A T I V E / P E R S O N A L

- (LOW) TECH WRITER -online essays at www.lowtechwriter.com (January, 2009 - ongoing)
- BLOG -art, poetry, and theology at <http://www.imby.net> (2001 - ongoing)
- ADDITIONAL INTERESTS: world traveler, committed bicycle commuter, outdoor leadership

E D U C A T I O N

- Stanford University, Marketing and Advertising Workshops, 1998
- Cambridge University, UK: Visiting Scholar, 1993-1994
- Mdiv, Fuller Theological Seminary, 1993 ... recipient: Parish Pulpit Fellowship
- B.A., Bennington College, 1988

Visit <http://imby.net/scribe/portfolio> for samples.