

# DANIEL P THRASHER

## COPYWRITER AND CONTENT STRATEGIST

I'm a passionate data-driven marketing and writing professional with eight years of experience. I'm excited to apply my communications expertise to a new marketing role.

## ACCOMPLISHMENT

At an innovative biotech startup, I developed the company's communications strategy from scratch. As our team grew, I led several content writers and creatives in transitioning the company from an outbound sales approach to an inbound marketing model. This yearlong initiative saved the company **\$700K per year** in overhead costs, while increasing the average value of each account **from \$60K to \$102K**.

## CONTACT



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### WEBSITE

https://danielptrasher.com



### PHONE

(208) 761-3193

## STRENGTHS



## TECHNICAL SKILLS

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| <input checked="" type="checkbox"/> Blogging                   | <input checked="" type="checkbox"/> Adobe Creative Suite |
| <input checked="" type="checkbox"/> Marketing collateral       | <input checked="" type="checkbox"/> Microsoft Word       |
| <input checked="" type="checkbox"/> AP Style                   | <input checked="" type="checkbox"/> Microsoft Excel      |
| <input checked="" type="checkbox"/> B2B content                | <input checked="" type="checkbox"/> Microsoft PowerPoint |
| <input checked="" type="checkbox"/> Search Engine Optimization | <input checked="" type="checkbox"/> Microsoft Outlook    |
| <input checked="" type="checkbox"/> Google Analytics           | <input checked="" type="checkbox"/> MailChimp            |
| <input checked="" type="checkbox"/> HTML/CSS                   | <input checked="" type="checkbox"/> HubSpot              |
| <input checked="" type="checkbox"/> Scrum methodology          | <input checked="" type="checkbox"/> Facebook             |
| <input checked="" type="checkbox"/> Data analysis              | <input checked="" type="checkbox"/> LinkedIn             |
| <input checked="" type="checkbox"/> Editorial calendar         | <input checked="" type="checkbox"/> YouTube              |
| <input checked="" type="checkbox"/> A/B Testing                | <input checked="" type="checkbox"/> Moz Pro              |
| <input checked="" type="checkbox"/> WordPress                  | <input checked="" type="checkbox"/> HotJar               |

## EDUCATION

### BACHELOR OF ARTS

The College of Idaho, 2010

**Majors:** Creative Writing and History

**Honors:** Heritage Scholar, cum laude

## WORK EXPERIENCE

### FREELANCE COPYWRITER (PRESENT)

#### Self-Employed

- Work on freelance copywriting and marketing assignments with clients like Niche Pursuits, Common Ground, WP Astra, Brand Builders, Motion Invest, and The Centr.
- Created blog content for popular online fitness blog Nerd Fitness.
- Crafted more than a dozen well-researched technical reviews and articles on home security, antivirus software, identity theft protection, and similar verticals for CLEARLINK, a client based in Salt Lake City, and its two online review sites, A Secure Life and Security Gem.
- Wrote and edited quality content for several private clients in a wide range of formats for the Web, including articles, blogs, press releases, white papers, social media posts, and web pages.

### CLIENT SERVICES COORDINATOR (2019 - 2019)

#### UrbanLink Group

Managed client relationships and offered strategic marketing advice at full-service marketing agency. Scoped and tracked client projects, working closely with creative services team to fulfill client objectives and track campaign progress. Responsible for Burst Biologics account, a pillar client for UrbanLink Group.

- Managed B2B marketing communications, event management, and public relations campaigns for Burst Biologics targeting medical distributor and physician audiences.
- Provided creative input and expertise on a range of projects, including website, video, sales collateral, search campaigns, and email campaigns.
- Strategized and guided lead segmentation for Burst company website to target different audience segments for demand generation campaigns.
- Analyzed competitive landscape and crafted five buyer personas for clinician-facing products.
- Mapped out content approval for Burst with to ensure regulatory compliance with medical affairs, resulting in an SOP document to codify process.

### MARKETING CONTENT ASSOCIATE / SCRUM MASTER (2017 - 2019)

#### Burst Biologics

Owned external marketing communications, content strategy, and project management for biotech company.

- Created and edited blog, video, website, newsletter, webinar, and social media content.
- Translated complex biotechnology research into compelling content for a business-to-business audience of physicians, surgeons, and medical distributors.
- Edited three research papers that were subsequently published in the peer-reviewed journal *Regenerative Medicine*.
- Crafted a series of educational and competitive analysis webinars that helped boost sales team's close rate to 90%.
- As scrum master for marketing team, ensured quarterly marketing objectives were met on time and on budget. Determined marketing priorities, planned projects, ran meetings, and provided critical feedback to move projects forward.

### CONTENT WRITER (2015 - 2017)

#### The Newsletter Pro

Worked as a content writer with a regular client load of more than 35 clients. Specialized in business-to-business content for financial planners, attorneys, and marketing companies.

- Interviewed clients monthly to discuss content strategy, then crafted quality content for their print newsletter campaigns to help them with customer retention, relationships, and referrals.
- Primary projects included personal cover articles, employee spotlights, service highlights, local events articles, and more.
- Also worked on internal marketing projects, including the company blog, article outreach campaigns, sales letters, white papers, and client-facing weekly emails from the company.