

LisaDavidson.net

Creating Content That Counts | Writer & Consultant



ADVERTISING, MARKETING, AND COMMUNICATIONS

- Blogging, Copywriting, Corporate Collateral
- Inbound Marketing, Social Media, SEO
- PR, Websites, Branding, Photography
- Packaging, USPs, New Business Development
- Event Marketing, Publicity, Style Guides

Words That Work®, U.S. & West Indies — **Writer/Consultant**
1992 - Present. 25+ Satisfied Clients.

Roberts Hawaii, Honolulu — **Marketing & Communications Specialist** 2015. Reported to President Percy Higashi.

Superb Internet — **Creative Writer, Creative Team Lead**
2009 - 2010. Wrote new website for 15th anniversary.

Swardlick Marketing Group — **Copywriter** 1999-2000.

Microsoft — **Writer, Corporate Communications** 1992-1995.

Manus Direct, Seattle — **Senior Copywriter** 1988-1992.

GOVERNMENT AND SOCIAL SERVICES

- PR, Blogging, Committee Notes, Networking
- Research, Reports, Ghostwriting, Fundraising
- Transcription, Edits, Proofreading, Approvals
- Speechwriting, Recording Audio, DB Management

Hawaii State Senate, Honolulu — **Legislative Aide, Proofreader/Transcriptionist** 2013-2014 (Sessions).

RCUH STRIDE Project, Honolulu — **Writer/Mentor**, 2009.

Created and maintained Project's first ever Facebook site.

Caregiver, Honolulu — PT, OT, Nurse for Partner with Progressive Multiple Sclerosis, 2006-2009.

CASA, Seattle — **Court Appointed Special Advocate**

Representing the best interest of children in contested divorces with special circumstances. Reports for judges.

World Without War Council, Seattle — **Research** 1983.

Compiled National Resource Directory. Aide to George Will.

PUBLISHING AND EDUCATION

- Train Customer Service & Circulation Teams
- ESL, Writing & Poetry Workshops, Report, Edit

University of Hawai'i, Manoa — **Teaching Assistant**
2004-2006. MA Candidate, Creative Writing.

Sir Arthur Lewis Community College — **Lecturer**, English
Division of Arts & Sciences 1997-1998.

Crittenden Research, San Diego — **Marketing/Data Director**,
2002-2003. Led 4 teams in 4 cities. Insurance, Real Estate.

Waterfront Press, Seattle — **Circulation & Database Manager**, 1985-1988. Increased paid subs 47% (BPA).

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LISA DAVIDSON

will transform your website strategy and online business. Profit from fresh SEO copy, innovative social media posts integrated for all of your platforms, keyword-rich blog content for any CMS, and an updated style guide to reinforce your brand. Junior staff deliver more professional work when trained by an award-winning communications leader.

[See Lisa's LinkedIn](#)

[Lisa on Twitter](#)

[Lisa on Instagram](#)

[Lisa on YouTube](#)

[Lisa on Pinterest](#)

LANGUAGES

Native English, Professional French, some Spanish and St. Lucian kwéyòl

PUBLICATIONS

Madam, Your Daughter is Molting
(poetry chapbook)

[TropicalToes.net](#) (writer's life)

[Laha Lele](#) (Hawaiian arts, culture)

EDUCATION

M.A. Candidate, English-Creative Writing, attended 2004-2006

University of Hawaii, Manoa

B.A. with Distinction in English, Magna Cum Laude, Phi Beta Kappa,

University of Washington

Daniel Webster Merit Scholar

Dartmouth College, Hanover

AWARDS

Abernethy Creative Writing Prize

Draham & Grayston Poetry Prizes

Two-time International John Caples

Finalist for Excellence in Direct

Marketing

American Marketing Association

For Integrated Merchandising

Member, International Association of

Professional Writers and Editors