# **DAVID SOYKA**

# Technical and Marketing Communications

# Copywriter/Editor/Instructional Designer/Documentation Specialist

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# [http://prose-net.com](http://prose-net.com/)

# **OVERVIEW**

Freelance writer trading as ProseNet Communications or as a contractor through multiple third party staffing agencies; senior copywriter for multiple advertising and marketing agencies.

* Write/edit B2C and B2B digital and print content encompassing:
  + promotional advertising materials, sales collateral, newsletters, Facebook and Google ads, email marketing, social media campaigns employing SEO and other best practices to build brand strategy, optimize web presence and increase ROI
  + website copy, blogs
  + corporate training, video and web-based interactive instruction
  + video scripts, PowerPoint presentations, executive speeches
  + white papers, business case studies, eBooks
* Industry knowledge and experience: healthcare and pharmaceutical, information technology, cloud computing, telecommunications, computer hardware and software, financial, utility and energy, manufacturing, education and general business sectors.
* Former newspaper reporter and college teacher; contributing writer for trade magazines, published author of fiction and non-fiction articles.
* Working knowledge of Microsoft Office and SharePoint; Adobe Captivate, Acrobat, and Dreamweaver; SnagIt and Information Mapping.

**WORK EXPERIENCE**

(Note: much of this work is project based; consequently chronology frequently overlaps.)

**Contributing Writer, Positive Publications** (2003–Present)

Interview senior executives and write company profiles for ***Industry Today****,* ***Industry*** ***Virginia*** and ***Food & Drink Quarterly*** trademagazines; interview SMEs and write sponsored white papers.

**Editor/Writer, McGee Marketing Consultants** (2016--Present)

Web pages, blogs, case studies and content marketing communications for clients in the high-tech, cloud storage and SaaS industry segments.

**Contract Writer** (2003–Present)

Short-term projects assignments via various third-party staffing agencies:

* **Anthem** (November 2014—March 2015; June 2015—December 2015; March 2017—December 2017; January 2019 – May 2019)

Document insurance exchange policies and procedures. Collaborate with subject matter experts to create and update documents consistent with corporate and regulatory standards; develop and publish interactive eLearning modules using Adobe Captivate.

* **Orobora** (January 2015–2016)
* **Six Estate** (January 2013–December 2014)

Write blog articles and eBooks on business topics of concerns to SMBs and start-ups; topics include brand strategy, customer relationship management, high-tech products and services, financing and general trends in entrepreneurship.

* **Bank of America** (January 2014—August 2014)
* **SunTrust Bank** (June 2012–October 2012)

Update existing bank and mortgage procedures and write new procedures consistent with corporate and regulatory standards; obtain approvals and publish documents.

* **Dominion Virginia Power** (November 2012–April 2013)

Write email and direct mail communications to residential, commercial, industrial and governmental customers; develop and maintain SharePoint site of customer letter templates; write corporate style guide; develop PowerPoint presentations.

* **SAIC** *(*October 2010–December 2010*)*

Document user manuals and installation guides for software used by the U.S. Army and Air Force for intelligence gathering and analysis in Afghanistan and Iraq.

* **Capital One** *(*August 2007–November 2007; January 2010–May 2010)

Write website, direct mail, email and print B2C copy.

* **Ortho Diagnostics** (1991–1992)

Manage vendor relationships and technical writers, write/edit technical user documentation, system validation plans and installation guides.

* **AT&T** (1978–2001)

Write marketing, technical and training materials, sales and product promotions, job descriptions and HR communications, marketing plans and newsletters.

**Senior Copywriter, Marketing Edge Group/Special Recognition** (1989–2004)

Write website content, scripts, newsletters, ads, press releases, brochures, position papers and presentations, sales incentive programs; conceptualize brand strategies and conduct client presentations.

**Writing Instructor**

On-line business writing courses, technical writing and composition/literature classes.

* **University of Phoenix** (2001–2010)
* **Rutgers University** (1991­–1992)
* **New Jersey Institute of Technology** (1988)
* **College of New Jersey** (1984)

**Reporter/Columnist**

Cover municipal meetings and events, write weekly column for daily and weekly newspapers.

* **The Courier News** (1987­–1989) Bridgewater, NJ
* **The Reporter** (1978–1982) South Plainfield, NJ
* **The News Tribune** (1977–1978), Woodbridge, NJ

**PUBLICATIONS**

Essays and Feature Stories: ***The New York Times***, ***Practical Homeowner***, ***Goldmine***, ***Central Jersey Monthly***, ***The Star Ledger***, ***Asbury Park Press***, ***Fast Folk Magazine***.

Business: ***Public Utilities Fortnightly***, ***PM Network***, ***The World of Work Report***, ***Tele – The Communications Magazine for Business, US Industry Today***.

Fiction: ***Altered Perceptions, Byline***, ***Carriage House Review***, ***Daily Science Fiction***, ***Encounters***, ***Circle Magazine***, ***Santa Barbara Review, Spectra****,* ***Steampunk Tales****,* ***Neo-opsis***.

Criticism: ***Extrapolation, Nova Express, The New York Review of Science Fiction, The Third Alternative***, **The Greenwood Encyclopedia of Science Fiction and Fantasy: Themes, Works and Wonders**, **Vector**.

Online: ***SF Site*** ([www.sfsite.com](http://www.sfsite.com)), ***Black Gate*** ([www.blackgate.com)](http://www.blackgate.com)), ***Strange Horizons*** (www.strangehorizons.com), ***Locus Online*** ([www.locusmag.com](http://www.locusmag.com)).

**EDUCATION**

**Rutgers University**

* M.A. in English awarded May 1992
* Master’s Thesis: ***Computerizing the Composition Class: Promises and Pitfalls***

Analysis of student performances using various computer and Internet technologies to write, collaborate with, and evaluate writing assignments compared with student performances in traditional, lecture-oriented classes.

* Teaching Assistant, Center for Computer and Information Services and Department of English.