

## DREA KNUFKEN

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**SUMMARY:** A detail-oriented, professional writer with stellar creative skills. Relevant experience researching projects, proofreading and editing content, working in multiple countries and meeting lightning-speed deadlines.

### EXPERIENCE:

#### **Freelance Writer**, Boulder, CO 1/07 – Present:

Tasks include a variety of writing, editing and journalistic pursuits. Here's the short list:

Print: Magazine articles on travel, food, health, and the outdoors. Clients include Backpacker, Natural Health, DiningOut, Wine Enthusiast, Living Without, and many more. Co-authored The Backroads and Byways of Colorado (Countryman Press, a division of WW Norton) May 2008.

Web: Experience includes writing Web articles, blogging, SEO writing, Web ads, AdWords campaigns. Regular contributor for the 300+-site syndicated Women News Network. Past clients include DineLA.com, GreaterLosAngeles.com, Colorado.com, InTravel.com, HomeandAbroad.com, Google.com, 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.

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.

#### **Weaver Publications** Denver, CO:

##### **Web Editor, DineLA.com and GreaterLosAngeles.com** 8/06 – 5/07

Web Editor of LA INC, the Los Angeles Convention and Visitors' Bureau's new official websites, DineLA.com and GreaterLosAngeles.com:

- 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**, 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.