

Teri Danz

Highlights of Qualifications

Experienced professional in writing/editing; excellent team and communication skills. Demonstrated expertise in copywriting, business topics, and appealing to target markets. Professional press credentials and writing credits for Internet and magazines for over 15 years.

Areas of Expertise

Copywriting/PR/Marketing Business/ Education Entertainment/Technology

Professional Experience

Contract Marketing, Writing, and Public Relations Professional

5/01 -present

West Los Angeles, CA

- Responsibilities include: freelance copywriting, consulting/PR, account mgmt, and marketing projects.
- Write and edit press releases; write bios, brochure, bios, contracts, blogs, and marketing copy.
- Write book proposals and proposals for funding and additional business opportunities.
- Clients include: Team Siegal Enterprises, EZ Mortgage, RSC & Associates, Costume Kingdom, Phat Energy, The Daily Craze, and many others.

11/00 - 4/01

Digital Boardwalk

Santa Monica, CA

- Managed all public relations: contacts, branding and wrote press releases, corporate bios, and more.
- Obtained coverage in Yahoo Finance, Zone Communications, Digitrends.net, LA Business Journal, iMarketing News and others. Speaking: iWireless World 2001 and the Milken Institute, Santa Monica.

11/99 - 9/00

iAgency Inc.

Santa Monica, CA

- Managed accounts, wrote press releases and garnered press for clients.
- Ran successful Internet PR and marketing campaigns for FX Networks (Son of the Beach), Fastband, FansRULE.com and others (with account management and supervising responsibilities).

Freelance Writer and Editor (Published): San Francisco, Los Angeles

- *Articles for Electronic Musician, ZDTV, Digitrends.net, Entertainment Tonight Online, Roland Users Magazine and Guitar Player. Web copy for a variety of sites and businesses.*

Entertainment/Content/Technology Writer 1991 - present

Entertainment Writer and Editor

10/97- 9/99

TalkCity, Inc.

Campbell, CA

- Wrote weekly Top Picks copy for OnNow (<http://www.onnow.com>) and met strict deadlines.
- Created content and did Web development, and wrote for reader newsletter.

Reviews Content and Events Editor

7/96-12/96

CMP Media/ Netguide Live!

San Francisco, CA

- Responsible for covering entertainment-related online events.
- Managed content and responsibility for writing/editing Web site reviews.

Music Editor

9/95-6/96

Total Entertainment Network

San Francisco, CA

- Defined editorial direction. Wrote content; supervised staff. Interviewed rock bands (Bush, Primus).
- Managed department, responsible for all online content.

Education

Ed.M. Educational Technology and Media
BA. Speech Communications/Spanish

S.U.N.Y. at Buffalo, N.Y.
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