



COPYWRITER

DANIEL BUMGARDNER

ABOUT ME

Results-driven **Creative Marketing Professional** with nearly a decade of experience developing captivating content across diverse mediums. **Adept storyteller** skilled in crafting high-impact videos, editorials, newsletters, & multimedia campaigns that resonate with target audiences. **Committed collaborator** who leverages cooperative mindset to ideate & elevate innovative marketing concepts. Passionate about pushing creative boundaries while aligning messaging with strategic business objectives.



EDUCATION	University of South Carolina - Columbia, SC	Start 2007
	Bachelor of Arts Major: Theatre Directing/Sound Design Concentration	End 2011



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HARD SKILLS

- Copywriting
- Content Mgmt
- Copy Editing
- Grammar
- Research
- Interviewing
- Analytics
- SEO

SOFT SKILLS

Curiosity

Asking questions is a pastime of mine, and a weapon I wield for great copy.

Creativity

Like an A-24 film, I'm not afraid to get a little weird. And my sales copy isn't either!

Empathy

People aren't robots. And helping them is more fun than tightening bolts.

Communication

It's a key aspect of collaboration. I love taking great ideas & making them better.

Enthusiasm

I approach each task with a genuine excitement that inspires teammates and drives collaboration.

EXPERIENCE

- **Marketing Director** **2022 - Present**
ACR Training Center - Ladson, SC
 - Spearheading strategic campaigns with innovative concepts
 - Producing engaging content & media assets for target audiences
 - Providing constructive feedback to elevate project quality
 - Crafting compelling copy through exceptional writing prowess
- **Copywriter** **2015 - 2019**
Smokingpipes.com - Longs, SC
 - Utilized outstanding writing skills to create engaging & persuasive content across various mediums
 - Meticulously proofread & edited materials to ensure exceptional quality
 - Produced high-impact collaterals that resonated with target audiences
- **Copywriter** **2014 - 2016**
Allied Arts - Georgetown, SC
 - Developed stellar copy, ad content, and scripts for renowned clients such as Century 21, City of Georgetown, & Brookgreen Gardens
 - Directed & produced high-impact promotional videos
 - Launched cohesive multi-channel marketing campaigns
 - Closely collaborated with clients to create objective-driven content strategies

REFERENCES

- Chuck Stanion**
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