

Don Stevens

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Career Focus

I am seeking a part time marketing position that will utilize my skills in: **Writing/Marketing /Social Media Managing/Public Relations/Graphic Design/SEO with a focus on the Finger Lakes Wine industry**

Experience Summary

- Experienced in writing feature articles, blogs, short stories, biographies, essays, editorial pieces, press releases, newsletters, research reports, and creative print/radio ad copy.
 - Well versed in copyediting, transcription/editing of interviews, and proofreading, most recently as assistant editor for a business periodical.
 - Strong technical command of the English language; familiarity with virtually all writing styles; serious commitment to excellence in the printed and published word.
 - Competent researcher, interviewer, and reporter.
 - Graphic design experience with logos, ad layouts for print and digital
 - Photo and video
 - Social media and social bookmarking
 - Blog and RSS feeds
 - Website design, specializing in SEO (search engine optimization)
 - Networking, including public speaking, seminars and public classes
 - Wine knowledge, including reviews of food and wine
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Education

Associates Degree – Criminal Justice *Baltimore County Community College*
English, Theater *Baltimore County Community College*

Professional Experience

- Owner – Finger Lakes Copywriting**, Canandaigua, NY *2007 – Present*
- Edit, rewrite, and proofread all articles and blog posting for clients
 - Press release marketing, including writing and submitting to local and nationwide media and newswire services
 - Copywriting, including writing engaging content for readers
 - Website design including working with many themes and programs
 - SEO (search engine optimization), including intensive keyword research to get pages ranked high in search engines
 - Work with guest writers (many of whom have no formal training in writing) to organize and refine articles.
 - Assist with newsletter and advertising layout.
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2005-Present

Co-Owner and Marketing Director – *Wick-edly Sent Soap and Candle Company*

- Establish digital and print media advertising
- Visual and branding , including logos and label design
- Event marketing, including Farmer’s Markets, and other local seasonal venues
- Wholesale sales manager for local and nationwide retail
- Marketing to specific markets and areas

Accolades/Organizations

- **Founder of Canandaigua Wine Walk and other Downtown Canandaigua Events**
- **Board Member of the Canandaigua Wine Trail**
- Networking with winery owners, staff, and other writers/reviewers
- President of the Canandaigua Merchant Association 2006-2011
- Marketing Chair of Finger Lakes Tourism Alliance 2007-2012
- Steering Committee Member of Visit Rochester 2007-present
- Social Media Club of Rochester NY

Computer Skills

Microsoft Word and Office • Photoshop • Wordpress • IBM and Macintosh Systems

References:

Kim Alperiti – Owner of Billsboro Winery 315-789-9538

Doug and Suzy Miles – Owner of Miles Wine Cellars 607-243-7742

Shannon Brock – Owner Silver Thread Winery 607-582-6116

Alison Grems – President of Canandaigua Chamber of Commerce 585-394-4400

Cindy Kimble – President of Finger Lakes Tourism Alliance 315-536-7488