

# DANA RITTENBERRY

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## Senior marketing/communications/UX writer

Award-winning writer with an innate ability to empathize and connect with a variety of audiences

### SKILLS

Strategic content & copywriting  
Writing for diverse audiences  
UX writing & SEO  
Plain language writing & editing  
Relationship building  
Creative collaboration  
Problem-solving  
Interviewing & presenting  
Conceptualizing/ideation

### TECHNOLOGY

Adobe XD  
Figma  
InVision  
Trello  
Sitecore  
SharePoint  
WordPress  
Sitemaker  
Disko  
Microsoft Office  
Google Docs  
MS Teams  
Zoom  
Workamajig  
Workfront  
Basecamp  
WorkZone  
Planbox

## EXPERIENCE

### Senior marketing/communications/UX writer 2021-present

*Self-employed*

*Clients include Teladoc Health, Belong Health and MVP Health Care*

#### Writer 2017–2021

*Moda Health, Portland, OR — health plans*

*Nearly doubled our market share with a government client through open enrollment campaign copywriting and streamlined our UX development process by learning multiple website creation tools to optimize time and team collaboration*

- Conceptualized, wrote and edited copy for many mediums, including websites; web applications; digital and print campaigns; video, radio and webinar scripts; direct mail; emails; internal communications from senior VPs; social media; value propositions; presentations; flyers; posters; brochures; name ideation; messaging framework; and much more
- Collaborated with digital product managers, project managers, designers and writers to achieve company goals
- Gained an understanding of, and successfully wrote for many different audiences, including Medicaid, Medicare, B2B, commercial and internal
- Created, promoted and presented training classes on how to write in plain language
- Interviewed, hired and provided onboarding for new writers and a content strategist

#### Marketing Copywriter 2016

*InsideTrack, Portland, OR — higher education coaching and consulting*

*Established this new copywriting position and created voice, tone and standards*

- Participated in message testing project; developed new brand language; created boilerplate copy for the organization and each of its solutions
- Developed and presented corporate writing style guide

#### Marketing Manager 2015

*Novomatic Americas, Chicago, IL — gaming manufacturer*

*Increased company visibility and sales by 35 percent*

- Coordinated and marketed trade shows; built relationships with media and earned exposure
- Wrote magazine articles and UX copy; conceptualized and produced product brochures

## **Marketing and Communications Writer 2010–2015**

*Legacy Health, Portland, OR — hospitals, clinics, labs and research*

*Achieved Community Relations and Marketing Division's strategic goals yearly and increased department's visibility within the corporation*

- Wrote and edited website copy for SEO, intranet copy, magazine ads, billboards, direct mail, video and radio scripts
- Served as managing editor for internal publications and super user for legacyhealth.org
- Helped produce award-winning TV commercial, and served as project manager for radio and video production
- Helped create and present health literacy training
- Developed proofing process, project request forms, creative brief and copy count templates; and maintained style and brand standard guides

## **Founder and Principal 2003–2010**

*Write On, Inc., Portland, OR — copywriting and editing*

*Successfully marketed and managed business, helped build brands and relationships*

- Wrote and edited video scripts, biographies, celebrity tributes, publications, emails, direct mail, headlines, descriptions, websites and magazine articles
- Created pitches; conducted research and interviews

## **Creative Copywriter 2000–2003**

*MGM MIRAGE Advertising, Inc., Las Vegas, NV — casinos and resorts*

*Helped define MGM MIRAGE's brand & became the go-to copywriter for many departments*

- Created voice for eight different resorts
- Conceptualized, wrote and edited direct mail, TV and radio scripts, ads, websites and email
- Served as copy editor and contributing writer for corporate magazine
- Created position for and managed junior copywriter

## **AWARDS**

Five Aster Awards (medical marketing): radio spots, TV commercial, print ad and invitation

Two Healthcare Advertising Awards: radio spot and print ad

Legacy Quality Award: brand design process improvement

Five ADDY Awards (American Advertising Federation): direct mail and DVD jacket

Four AIGA Awards (The Professional Association for Design): direct mail

American Gaming Association Communications Award: website

## **ASSOCIATIONS**

Moda Health Social Media Council 2017–2021

Health Literacy Council 2013–2015 (Legacy Health)

Legacy Health System Office Communications Committee, chair 2014–2015

Healthcare Communicators of Oregon, communications chair 2009–2011

Keep Memory Alive (Alzheimer's research), steering committee 2003–2005

Lake Oswego Foundation for the Arts, volunteer writer 2004–2005

## **EDUCATION**

**Bachelor of Arts** English major, journalism minor

*University of Nevada, Reno*

**Associate of Applied Science** mass communications, advertising

*Parkland College, Champaign, IL*

Portfolio available at [danarittenberry.com](http://danarittenberry.com)