

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