
Christopher C. Dean Copywriting

206.948.8351
c.dean@DeanCopy.com

Experience

Freelance Copywriter

Info Effect | Olympia, WA | 2006

After I graduated from college, I knew I wanted a career involving writing. I named my freelance writing business Info Effect, learned all about copywriting, and away I went.

Lucid Realm Design | Olympia, WA | 2006

Wrote web page copy, speeches, fliers and sales letters to promote and bring new clients to the company. Proofread and edited documents for clarity, cohesiveness, and sales message. Researched, organized, and wrote ads for Google AdWords campaigns and search engine optimization.

Conner Home Team – Real estate team whose “For Sale” flier needed some extra punch. Utilizing fresh design and copy, their flier stands out from the competition. The copy takes potential buyers on a virtual tour of the house.

Longshore Chiropractic – Wrote website script so visitors see a welcoming face and message. Formulated sales ideas to help attain the goal of bringing in two new motorcycle accident victims each month.

Pastore & Associates Insurance – Modified brochure copy to make it benefit oriented.

Neblite Design | Mercer Island, WA | 2005

Wrote and edited web page and brochure copy.

Alicja Jarosz – Registered nurse and inventor of the Economy Class Footrest. Enhanced copy on an existing brochure and website to shift the sales focus to businesses such as REI.

Education

Bachelor of Arts | 2005

Evergreen State College | Olympia, WA

Japanese Language and Culture Program
Seminar style of teaching strengthened my communication skills and ability to work in groups.

Associate of Arts | 2002

Bellevue Community College | WA

Related Course Work: Intro to Business,
Marketing, Administrative Office Systems,
Research Writing, Psychology

Qualifications

Skills

Benefit Oriented Ad Writing

Writing for the Web

Proofreading and Editing

Creative Thinking

Researching and Analyzing Competition

Search Engine Optimization (SEO)

Google AdWords

MS Windows 4.1 - XP & Mac OS X

MS Office Word, Excel, Powerpoint

Adobe Photoshop and InDesign CS2

Basic Knowledge of HTML

Negotiation & Persuasion

Interpersonal Communication

Conversational Japanese Language Fluency