

EMILY PATON DAVIES

IN A NUTSHELL

Creative and reliable, I pride myself on getting the job done well, on time and within budget. Whether crafting content from scratch, polishing the words of others, overseeing the creation of a 52-page magazine, or building and deploying a daily e-newsletter to 2,000 employees, I can tackle complex tasks, hire and manage talented people, and produce effective, results-driven communication tools. At the heart of it all, however, I consider myself a storyteller. And I love telling stories.

THINGS WORTH MENTIONING

- Exceptional writing and editing skills. Adept at creating compelling copy, features and news, for a broad spectrum of uses including social media, email marketing, web and print.
- Extensive experience developing publications—large and small, print and digital—from start to finish.
- Well-versed in AP style, brand journalism and content marketing.
- Efficient project manager. Able to wrangle numerous players and parts to achieve a singular product.
- Self-directed but thoroughly enjoy being part of a team.
- Proficient in WordPress, Drupal, Four Winds Interactive Digital Signage, Regroup, iModules, SiteManager, Lyris, Smartsheet, MailChimp, Adobe Acrobat and Photoshop, Microsoft Office Suite (Word, PowerPoint, Excel, Outlook) and Google Analytics.
- An award-winning actor who has worked throughout Colorado for nearly 20 years.

PROFESSIONAL EXPERIENCE

Arvada Center for the Arts and Humanities, Arvada, CO

Actor, Black Box Theatre

November 2018-Present

- Actor in the Arvada Center Black Box Theatre's 2018-2019 repertory season.
 - Cast as Edith Frank in "The Diary of Anne Frank," running Feb. 1, 2019-May 17, 2019.
 - Understudying two roles in "The Moors," running Feb. 22, 2019-May 18, 2019.
 - Understudying two roles in "Sin Street Social Club," running March 15, 2019-May 19, 2019.
- Attend rehearsals for all three shows in the Black Box season; learn lines and blocking for five roles; portray Edith Frank in all performances of "The Diary of Anne Frank;" remain on-call and ready to step into two roles as needed in all performances of both "The Moors" and "Sin St. Social Club."

Independent Writer/Editor/Consultant

August 2007-Present

- Create and/or edit content and provide marketing and communications counsel for clients in various sectors including higher education, healthcare, energy, commercial and nonprofit.
- Develop concise, compelling content that includes feature and news articles, web copy, project proposals, workshop presentations and email marketing copy.
- Conduct interviews and background research as needed to craft targeted, relevant, accurate and persuasive content.

Daniels College of Business, University of Denver, Denver, CO

Senior Communications Manager

August 2017-November 2018

- Served as editor-in-chief of Daniels' magazines: [Daniels Business](#) and [Daniels Business—The Research Issue](#), published in the fall and spring respectively with circulations of more than 36,500.
 - Working with an editorial board of Daniels' senior leaders, developed magazine themes and content ideas for each issue, wrote articles, set publication schedules, ensured deadlines were met and managed the magazines' budgets.
 - Hired and managed contract graphic designers, writers and photographers for both publications.
 - Selected and managed printers for production, mailing and delivery of both magazines.
- Developed content for the Daniels website and marketing collateral, including writing feature articles, blogs, profiles, ad copy and content for email campaigns.
- Served as the primary writer for clients throughout the college, including the dean and other senior leaders, on projects that ranged from crafting remarks for events to editing op-ed pieces and academic journal articles.
- Wrote and managed content for digital monitors throughout Daniels.

- Curated content, edited, built and deployed Daniels' monthly digital newsletter sent to approximately 30,000 stakeholders, including alumni, donors and corporate partners.
- Managed Daniels' communications manager and served as her back-up for writing, editing, building and deploying weekly internal e-newsletters to students, faculty and staff.

Daniels College of Business, University of Denver, Denver, CO
Communications Manager

June 2016-August 2017

- Served as editor-in-chief of Daniels' magazines: [Daniels Business](#) and [Daniels Business—The Research Issue](#), published in the fall and spring, respectively with circulations of more than 36,500. See above for details.
- Wrote, edited, built and deployed Daniels' internal weekly e-newsletters to students, faculty and staff. Oversaw the redesign of e-newsletters shortly after arriving at Daniels.
- Reported on events, programs and initiatives throughout Daniels; profiled alumni, faculty, staff and students for both print and digital vehicles.
- Oversaw the production of weekly calendars distributed throughout the college.
- Copyedited content for the communications and marketing team as needed.

Metropolitan State University of Denver, Denver, CO
Assistant Director of Communications

April 2014-June 2016

- Editor-in-chief of [Metropolitan Denver Magazine](#), MSU Denver's official publication, produced three times annually with a circulation of more than 82,000.
 - Working with an editorial board of faculty and administrators, developed magazine themes and content ideas for each issue, set publication schedules, ensured deadlines were met and managed the magazine's budget.
 - Hired and managed writers and photographers for alumni, faculty and student profiles and feature-length stories. Edited all submitted copy per the university's style guide. Served as a contributing writer when time allowed.
 - Worked with an external graphic designer to develop design concepts and incorporate revisions and input from editorial board members.
 - Worked with printers on the magazine's production and delivery.
 - Oversaw external mailing of the magazine as well as on-campus distribution.
- Oversaw planning, writing, design, production and distribution of "The Daily," the university's official means of daily electronic communication with faculty and staff—more than 2,000 employees.
 - Stories in "The Daily" linked to content that lived in MSU Denver's online newsroom—some of which I wrote, all of which I edited, built in SiteManager and distributed via Lyris each day.
 - Produced reports detailing analytics related to readership, page views and click-throughs.
 - Gathered story ideas and conducted interviews.
- Managed the university's email policy, ensuring compliance among faculty and staff.
- Supported the marketing and communications team as a writer, editor and proofreader on various projects including ad copy, collateral materials, media releases, fact sheets, speeches and presentations.
- Worked with the senior director of marketing and communications to develop, execute and assess a strategic communication plan using multiple vehicles and outlets.
- Managed and mentored a student intern, assigned her stories, and reviewed and edited her work with the goal of cultivating her strength as a writer.

Great Outdoors Colorado, Denver, CO
Communications Manager

August 2007-April 2014

- Managed GOCO's website, including overseeing its complete redesign, creating and maintaining content (using WordPress initially before transitioning to Drupal), and working with external web developers.
- Wrote, produced and distributed GOCO's quarterly e-newsletter using MailChimp, in addition to other digital communications for grantees and stakeholders.
- Oversaw the production of GOCO's annual report, including writing content, selecting images and managing design, printing and distribution.
- Served as GOCO's primary writer and editor, writing articles for external publications, remarks for trustees and staff representing GOCO at various events, and ghostwriting editorial pieces for trustees.

- Managed GOCO's social media accounts, including strategically developing content and scheduling posts.
- Wrote and distributed news releases related to GOCO grant awards; worked with grantees to draft and distribute joint releases involving GOCO and other entities.
- Helped ensure media coverage of press conferences involving high-profile elected officials including the governor of Colorado and the mayor of Denver.
- Managed GOCO's signage program to increase brand awareness, including coordinating the design, production and installation of signs.
- Provided regular updates and other materials to GOCO's board of trustees.
- Coordinated grantees' contractual obligations related to communications, including ensuring acknowledgment of GOCO in project publicity; drafting and distributing news releases regarding project completion; facilitating a GOCO presence at project dedications and events; and obtaining project photos.
- Responded to media requests. Assisted grantees in obtaining media coverage for GOCO-funded projects.

University of Denver, Denver, CO

August 2002-August 2007

Editor/Copywriter, Office of Communications & Marketing

- Wrote marketing copy for divisions, departments and other entities throughout the university.
- Edited university marketing and informational materials, both digital and print, including catalogues, newsletters, brochures and ads for accuracy and consistency.
- Developed and helped execute marketing strategies for various divisions.
- Met with clients to determine the scope, key messages and audiences for their projects.
- Working with the managing editor, updated and maintained the university's style guide.

Rose Community Foundation, Denver, CO

February 2000-June 2002

Publications Specialist

- Served as the principal writer, editor and project manager for the foundation's publications including its annual report, monthly newsletter, media information and collateral materials.
- Working with the director of communications, developed communication strategies, concepts and publication schedules for all foundation publications.
- Oversaw the publication process from start to finish; solicited contractor and printer bids; managed graphic designers, photographers and printers hired on a contractual basis.
- Collaborated with personnel throughout the organization to create and disseminate content in accordance with the foundation's communication plan.
- Managed the foundation's graphic standards; ensured compliance throughout the organization and externally.

University of Colorado Foundation, Boulder, CO

March 1998-February 2000

Writer/Communications Associate

- Worked with the vice president for communications to develop communication strategies and tools that supported the university's fundraising activities.
- Wrote and edited materials including the foundation's annual report, donor profiles, brochures, media releases, ad copy and various internal communications.
- Collaborated with external designers, photographers and printers to produce publications.
- Managed the foundation's website, including writing and editing content, providing creative input and working with web developers to maintain the site.
- Assisted with the development and production of a fundraising video for the entire CU system.

University of Colorado Hospital, Denver, CO

June 1996-March 1998

Assistant Director, Internal Communications

- Developed story ideas, wrote and edited news and features for weekly and quarterly publications, including the University of Colorado School of Nursing's newspaper and other CU Health Sciences Center publications.
- Wrote and edited marketing brochures for various programs and clinics.
- Helped develop and implement ad campaigns and communication strategies.
- Wrote, edited, designed and distributed University Hospital's weekly newsletter.

4 | Emily Paton Davies

- Provided media support by writing releases and participating in a 24-hour-on-call rotation.

EDUCATION

University of Colorado, Boulder, CO

Master of Arts, Journalism

University of Colorado, Boulder, CO

Certificate in Environmental Policy

Mount Holyoke College, South Hadley, MA

Bachelor of Arts, English Literature

WRITING SAMPLES

Samples of my writing are available at daveswordcraft.com and on LinkedIn at [linkedin.com/in/epatondavies](https://www.linkedin.com/in/epatondavies)