Dale Cunningham

White Plains, NY | 914-282-3479 | dale@dpcwriter.com | https://www.dpcwriter.com

SENIOR WRITER

Specialized in: Creative Copy, Brand Development, and Multimedia Advertising

An accomplished writer with extensive creative experience writing for and advancing high-value global brands such as a widely recognized nonprofit and luxury hotel brand. Collaborative communicator demonstrating ability to partner with cross-functional groups to align strategy and requirements with creative activities. Trusted expert delivering multimedia advertising content featured in top industry publications and earning international awards.

Lead Writer | Cross-Functional Collaboration | Content Development | Brand Strategy | Advertising Campaigns
Creative & Innovative | Copy Editing | Audience Targeting | Team Leadership | Persuasive Communicator | Influencer

PROFESSIONAL EXPERIENCE

Senior Writer – March of Dimes | White Plains, NY, 2011 - Present
Lead writer for world's most recognized nonprofit with more than $200M in annual revenue. Facilitates strategy development and major marketing campaign writing and editing across diverse mediums such as print, web, digital, radio, TV, and conferences.

- Collaborate with A/V team to ensure the creative voice is able to evolve and deliver brand consistency in language.
- Partner with Media Relations, Social Media, and other teams to align goals, identify requirements, and manage creative development from ideation to execution.

Copywriter, 2D Brand Design – Starwood Hotels & Resorts, Inc. | White Plains, NY, 2005 - 2010
Trusted to develop concepts, creative strategies and copy for Starwood luxury brands representing more than 1,200 properties.

- Created language, tone, and voice for brochures, email campaigns, and online for traditional and interactive collateral.
- Conceived and executed $20M print and web advertising campaign for Sheraton's $6B global revitalization earning an international recognition award.
- Launched multi-million dollar Sheraton Fitness program and build awareness of the updated Sweet Sleeper Bed.
- Branded ads and collateral feature in top industry publications including Condé Nast Traveler, Travel + Leisure, and USA Today.

Copywriter – World Wrestling Entertainment, Inc. | Stamford, CT, 2004 - 2005
Primary writer oversaw the delivery of copy and conceptual direction for departmental clients including Marketing, Enterprises, and Live Events.

- Successfully promoted WWE internally and externally with a diverse execution of copy such as home video, merchandise catalog, key art body copy, logos, sell sheets, invitations, launch materials, programming summaries, radio, and web copy.

Additional experience includes Command Center Supervisor with Mercedes-Benz/Olympus Fashion Week and On Air Promotion Coordinator with Nickelodeon International.

EDUCATION & FREELANCE

Bachelor of Fine Arts, Writing, Literature, and Publishing – Emerson College

Freelance Experience
Bravo TV – Strategized naming for several of the network's upcoming high-profile reality television series
HOP Energy – Concepts and copy to sell and promote home and commercial oil, heating and A/C equipment, sales and service
Conair Corporation – Branded content focused on lifestyles, product packaging, catalogs, and online platforms
Pitney Bowes – Creative development of name, identity, and content for employee benefits program
Euro-World Network – International brand concepts and facilitation of design
Nickelodeon/Nicktoons – On and off-air projects
Bottle Rocket – Head writer for entertainment trivia questions and analysis for E!Online Internet Hollywood
LogicBomb, Inc. – Head writer and associate producer for online educational stock market game
Viacom New Media – Story Editor for "Phantom 2040" 16-bit video game
Nick at Nite Marketing – Coauthored companion book, wrote board game questions, one-sheet classic sitcom Ad Sales