

Dave Schafer

614-986-7124 | dave@globalwrites.com

Experienced corporate storyteller providing content and direction to help companies stand out in the marketplace in the healthcare, IT, software solutions, benefits, consulting, oil & gas and HR industries. Specializes in case studies, newsletters and e-newsletters, white papers, lead-generation campaigns, infographics, ebooks, press releases, brochures and internal communications.

Professional Experience

Copy Director

GlobalWrites, LLC

3/1/2012 - present

Provide copy planning, direction and content for newsletters, case studies, white papers, websites and marketing copy for a variety of companies in the healthcare, IT, consulting, software solutions, computer services, HR and oil and gas industries.

Writer/Editor

Freelance

12/1/ 2002 - present

Write newsletters, case studies, white papers, press releases and marketing copy for a variety of companies in the healthcare, IT, consulting, software, computer services, HR and oil and gas industries, including Kelsey-Seybold, Houston Methodist Hospital and RJ Capital Financial Services. Write feature stories for the *Houston Chronicle*, *The Buzz* magazines, *Houston Woman Magazine*, the Texas Hospital Association and other publications.

Senior Communications Specialist

City of Houston

7/6/2004 - 2/14/2012

Responsible for the city's internal communications, including newsletters, speeches and benefits updates. The primary communications strategist for 21,000 city employees and more than 60,000 retirees. Editor of the online newsletter *Extra Milers* (www.extramilers.org), managing editor of *Benefits Pulse* newsletter and managing editor of the *City Savvy* newsletter. Conceived yearly benefits enrollment communications campaign. Did strategic communications planning and was the chief benefits communicator. Wrote a weekly benefits blog.

Staff Reporter

The Coshocton Tribune

1/15/2002 – 10/18/2002

Covered police and courts and wrote general-assignment stories. Explored issues in-depth and maintained daily beat assignments. Occasionally took photos to accompany stories.

Editor*The Burr*

5/1/2001 – 12/1/2001

Provided leadership in supervising every aspect of the magazine, from assembling the staff to story generation, assigning stories, editing stories and layout. The issue won first place in the magazine division of the Association for Education in Journalism and Mass Communication, 2001, and was named Best Student Magazine Published More Than Once a Year by the Society of Professional Journalists.

Education & Professional Associations**Member** American Marketing Association**Member** Business Marketing Association**Kent State University** Bachelor of Science, Journalism and Mass Communication with a focus on magazines.
Minor in English. 2001

References available upon request