

# DOUGLASS DAVIDOFF

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## PROFILE

### PUBLIC RELATIONS

### STRATEGIC RESULTS

Growth-focused marketing communications manager. Research and results-driven strategies employing persuasion tactics in print, online, video, media and community relations, network development, events.

## EXPERTISE

### STRATEGY, CONTENT & MORE

Skillset anchored in strategic planning and superb writing/editing. Creator of online and print marketing collateral, social media and blog posts, websites, newsletters, persuasive thought leadership advocacy. Documents: brochures, case studies, white papers, business proposals, research reports, annual reports. Adept in website management and databases including CRM, CMS, applicant tracking, and donor development.

## WORK EXPERIENCE

### Driver / Uber

*Bridgeport, Connecticut / 2018-2020*

### Marketing Communications Coordinator / Engage Staffing

*Bridgeport, Connecticut / 2017-2018*

Initiated implementation of marketing communications plan for temporary staffing and talent recruitment firm. Enhanced online candidate recruiting with improved social media. Worked with applicant tracking system.

### Owner and Principal Consultant / Straight Talk Public Relations

*Cambridge, Massachusetts, and Bridgeport, Connecticut / 2009-2017*

Solo public relations practice. International media relations and blogging for launch of email software application. Marketing plans and media relations for workforce development agency. Online and e-newsletter copy and video scripts for theological seminary.

### Development Associate / Meadville Lombard Theological School Chicago,

*Illinois / 2008-2009*

Improved donor tracking system and donor communications for graduate seminary.

### Senior Writer / Canright Communications

*Chicago, Illinois / 2007-2008*

Sales development and collateral marketing material copy.

### Owner and Principal Consultant / Davidoff Public Relations

*Indianapolis, Indiana / 2002-2006*

Print, online, and video content creator for clients including automotive product manufacturers, office furniture retailer. Community relations for interstate highway planning process and state National Guard headquarters.

## ADDITIONAL WORK EXPERIENCE

•Communications Director / Indiana Democratic Party

•Marketing Communications Director / Indiana Housing Finance Authority

•Marketing Communications Director / Hudson Institute

•Newspaper Reporter / The Indianapolis News & The Raleigh Times