

Denise Deems

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Career Focus **Writer and designer responsibilities in the entertainment industry**

Experience Summary

- Experienced in writing novels, short stories, essays, financial reports, and SEO friendly web copy.
- Well versed in historical research and editing
- Strong technical command of design fundamentals for web and print.

Education

M.F.A., Creative Writing, *Full Sail University*, Winter Park, Florida 2015

B.A., Music, *York College of Pennsylvania*, York, Pennsylvania 2001

Professional Experience

Freelance Writer and Designer – York, PA 2007-present

- Design websites and write web copy for small businesses
- Design and write copy for marketing materials, brochures, and sales materials
- Self-published Novel has a 4 Amazon star rating with over 1,000 copies sold

Owner / Head Designer – *WWII Soldier*, York, PA 2007-present

- Create historically accurate artwork and props for historical displays, museums, and the entertainment industry
- In charge of all aspects of vintage product design, development, production and sourcing according to historical specifications.
- Merchandise for various sales channels, including a touring museum store
- Create historically inspired marketing materials, displays and fixtures
- Design and maintain website

Web Programmer / Analyst – *Lifetime Brands*, York PA May 2006 – April 2007

- Designed and maintained a twenty-million-dollar-a-year e-commerce website
- Designed materials for use with partnerships with Nautica and Wallace Silver
- Responsible for 24/7 website support
- Coded and designed bridal registry functions
- Provided SEO friendly copy
- Obtained SEO ranking of #1-3 for the keyword of “dinnerware”, and increased overall SEO presence, including #1 ranking for most pattern names

Accountant Analyst– *York International*, York PA 2006-2007

- Collected, verified, and analyzed financial data in Europe, Asia, and two domestic entities as part of a worldwide consolidation process
- Generated key reports and created presentations under the supervision of top-level finance management for presentation to the Board of Directors, CFO, and CEO
- Assisted in the administration of global financial consolidations system
- Created Excel reports using ODBC and Hyperion as well as Visual Basic macros for data submission by end users as well as for data verification.
- Maintained corporate finance policy website

Computer Skills Adobe Creative Suite • Final Draft • HTML • Javascript • ASP.NET • SQL

Writing Samples & References Available