

# DENNY BULCAO

Senior-Level Writer/Editor/Proofreader

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- Possesses more than nine years of experience providing writing, editing, and proofreading services to develop high-impact advertising, marketing, and communications for clients in diverse industries, including insurance, finance, medical, pharmaceutical, legal, computer hardware/software, engineering, construction, automotive, and accounting.
- Works well independently and collaboratively to create, organize, review, edit, and maintain high-quality content; excels within fast-paced environments requiring keen attention to detail; accuracy in reporting, writing, and research; and an ability to meet strict deadlines.
- Offers proven talents in synthesizing complex ideas into focused and engaging content; translating technical/scientific jargon into clear, understandable copy for various audiences; and utilizing social media applications/methods to maintain and increase consumer engagement.

Core Competencies: Copywriting/Editing; B2B/B2C Content Creation; Sports/News/Opinion/Editorial Writing; Corporate Communications; Project Status Reporting; Public Relations; Social Media/Internet Marketing; SEO; Interviewing; Presentations; Quality Control; Client Relations; Negotiations; Transcription; Shorthand

Technical Skills: Macs; PCs; Microsoft Visio, PowerPoint, SharePoint, Word, Excel, Outlook, InfoPath, Access; HTML; STML; SGML; Web Trends; Cognos; Optimos; Citrix; Adept; MEPS; Snagit; Adobe Acrobat, Photoshop; Corel; Documentum; WordPress; Web Content Creation/Updating; Blogging; Internet Research

## HIGHLIGHTS

- Managed digital content and workflow for all of MetLife's Auto & Home online presence, working cross-functionally to enhance the user experience and deliver appropriate content to websites under tight deadlines.
- Created compelling global content for PayPal/eBay, collaborating with user interface/visual designers, product managers, and developers as needed. Analyzed data to assess content strategy effectiveness and drove continuous improvement.
- Completed 300+ projects, significantly improving content quality and increasing visitors to the USAA.com website.
- Proofread a Boehringer Ingelheim Pharmaceuticals training program for TBA Global under extremely tight deadlines.
- Utilized a proprietary Electronic Publishing System to research, compile/develop, and proofread diagnostic and repair data for incorporation into Mitchell 1's Commercial Vehicle Group applications.
- Measurably increased traffic and revenue for both PETCO and DriveOK Inc. through creative development of website content, e-mail advertising/marketing material, blogs, press releases, white papers, and additional correspondence, in accordance with search engine optimization/search engine marketing (SEO/SEM) guidelines.
- Created Page 1 Google ranking for two DriveOK Inc. websites within two months, which played a key role in dramatically increasing sales of the company's GPS fleet tracking devices. Earned four out of four possible performance bonuses in eight months of employment as Senior Copywriter.
- Wrote more than 200 published game stories and personal profile (feature) stories for The San Diego Union-Tribune. Created the first San Diego County high school tennis rankings (and system), which was published weekly.
- Authored game stories and feature stories, maintained game statistics, and attended press conferences for the San Diego Chargers, San Diego Padres, Team USA Softball, boxing events, college athletic events, and various other games for The Associated Press. Prepared and released Southern California news for The Associated Press news wire.
- Consistently hit strict deadlines with perfect results, generating additional technical work from both Hitachi Data Systems and Training Systems Design as a proofreader and copy editor of internal documents and documents prepared for client use.

*Clients:* Hitachi • HD Supply • San Diego Gas & Electric • Ceatus Media Group • Levitz, Zacks & Ciceric, CPAs  
Tapestry Solutions • State Bar of California • eJustice Legal Marketing Solutions • NextWave Wireless  
Jacobs Engineering Group • Sullivan International Group • KFMB-TV San Diego (CBS)

## CAREER TRACK

Senior Writer/Editor, Auto & Home eBusiness, METLIFE, Rhode Island .....2011-Present  
 Proofreader, BAILEY GARDINER CREATIVE, California .....2010-Present  
 Senior Web Writer, Global Content, PAYPAL/EBAY, Texas .....2011  
 Web Content Writer/Editor, UNITED SERVICES AUTOMOBILE ASSOCIATION (USAA), Texas .....2010-2011  
 Proofreader, TBA GLOBAL, New York.....2010  
 Technical Editor, MITCHELL 1 and HITACHI DATA SYSTEMS, California.....2009-2010  
 Online Copy Manager, PETCO ANIMAL SUPPLIES INC., California .....2008-2009  
 Senior Copywriter, DRIVEOK INC., California .....2008  
 Proofreader, TRAINING SYSTEMS DESIGN, California .....2007-2008  
 Writer, THE ASSOCIATED PRESS and THE SAN DIEGO UNION-TRIBUNE, California.....2003-2008  
*Previously served as a Public Relations Manager for The All American Football League and as a News Reporter for KBAK-TV (CBS Market #125) and KREX-TV (CBS Market #184).*

## CREDENTIALS

Bachelor of Arts in Communication, Saint Mary's College of California  
Certificate of Training in Department of Defense Information Assurance Awareness, Department of the Army