

# DENNY BULCAO

Senior-Level Writer/Editor/Proofreader

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Testimonials: [DennyWrites.com/testimonials.htm](http://DennyWrites.com/testimonials.htm)

- Possesses over 13 years of experience in writing, editing, and proofreading—developing high-impact advertising, marketing, and communications for diverse industries, including healthcare, finance, IT, wireless, construction, automotive, and legal.
- Works well independently and collaboratively to create, organize, edit, and maintain high-quality content; thrives in fast-paced environments requiring attention to detail; accuracy in reporting, writing, and research; and an ability to meet 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 to 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/SEM; Interviewing; Presentations; Quality Control; Client Relations; Negotiations; Transcription; Shorthand*

*Technical Skills: Macs; PCs; Microsoft Visio, PowerPoint, SharePoint, Word, Excel, Outlook, InfoPath, Access; Citrix; HTML; XML; STML; SGML; Adept; MEPS; Snagit; Adobe Acrobat, Photoshop; Corel; Documentum; SDL Tridion; Google Docs; WordPress; Web Content Creation/Updating; Blogging (Moveable Type); Internet Research*

## Highlights

- Managed multiple simultaneous projects to develop, proofread, edit, and format documentation for Capital One’s financial products, meeting aggressive schedules and release cycles; recommended new designs, layouts, and procedures.
- Assisted in maintaining the structure of reference content, including policies, user-guides, and how-to’s, for Apple; worked with globalization, content creation, and strategic planning to develop current and future systems and tools.
- Leveraged knowledge of payment systems, payment industry regulatory requirements/business models, and documentation requirements to create documentation templates, style guides, and additional content under deadline for VISA.
- Served on Oracle’s Application User Experience team to compose, edit, and update concise, engaging, and easy-to-understand content, including stories and journeys, for web and other digital devices.
- Collaborated with product, stakeholder, and UX teams at Wells Fargo to provide appropriate content for the CEO portal that met social media business objectives while complying with branding, editorial standards, and guidelines.
- Interacted closely with content strategists and marketing copywriters to originate and edit content for U.S. Bank’s mobile platform. Supported appropriate business messaging across the website. Maintained the content strategy guide.
- Developed campaign contact touches to convey Lexmark’s selling messages. Designed campaign strategy, negotiated with the creative agency, and worked with SMEs to create and publish assets such as videos, white papers, and case studies.
- Managed digital content and workflow for MetLife’s online presence; generated content for the company’s iPhone, iPod, and Android applications—worked cross-functionally to enhance the user experience.
- 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.
- Measurably increased traffic and revenue for both PETCO and DriveOK Inc. through creative development of website content, email advertising/marketing material, blogs, press releases, white papers, and additional correspondence.
- 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.

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

## Career Track

<b>Technical Copywriter</b> , McCann New York, California and New York .....	2016-Present
<b>Digital Content Writer</b> , AAA Insurance, California.....	2016
<b>Senior Technical Writer</b> , GE Software, California.....	2014-2016
<b>Senior Technical Writer</b> , Google, California .....	2014
<b>Senior Technical Writer</b> , Samsung, California .....	2014
<b>Technical Writer III</b> , Capital One, Virginia .....	2013-2014
<b>Content &amp; Communication Specialist</b> , Apple, California .....	2013
<b>Senior Technical Writer</b> , Visa, California.....	2013
<b>UX Content Writer/Strategist</b> , Oracle, California .....	2013
<b>Senior Writer/Social Media Editor</b> , Wells Fargo, California .....	2012-2013
<b>Senior Interactive Writer/Editor</b> , U.S. Bank, California .....	2012
<b>Lead Management Campaign Development-Business Solutions</b> , Lexmark, Kentucky.....	2012
<b>Senior Writer/Editor, Auto &amp; Home eBusiness</b> , METLIFE, Rhode Island.....	2011-2012
<b>Senior Web Writer, Global Content</b> , PAYPAL/EBAY, Texas .....	2011
<b>Web Content Writer/Editor</b> , USAA, Texas.....	2010-2011
<b>Technical Editor</b> , MITCHELL 1 and HITACHI DATA SYSTEMS, California .....	2009-2010
<b>Online Copy Manager</b> , PETCO, California .....	2008-2009

*Additional: Senior Copywriter – DriveOK, Inc.; Writer - Associated Press, San Diego Union-Tribune; Proofreader - Bailey Gardiner Creative, TBA Global, Training Systems Design; Public Relations Manager - The All American Football League; News Reporter - KBAK-TV, KREX-TV*

## 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