

from the desk of

DUSTIN DRIVER

tel 415-377-6596
url dustindriver.com

Profile

Attention spans are shrinking. If you want readers, you need to be quick, clear, and precise. I craft sharp, compelling copy to nab readers before they flitter off.

I have a background in journalism, technical knowledge of digital authoring tools, and a knack for clear communication. I know how to reach creative professionals or consumers and translate technical jargon into painless prose. I write customer success stories, website copy, product guides, corporate communications, and direct marketing material. My current clients include Apple, Inc., FileMaker, Logitech, B&H Photo, Black & White Designs, GRAND Creative, and others.

Current

Writer, Marketing and PR, Self-employed Oakland, CA 2003-Present
Promote pro-level applications and hardware through customer success stories, distill complex technical specs into digestible info for real-world customers, and deliver corporate messages to the public through written materials. Employ multiple writing styles and voices to touch target markets, from corporations to consumers.

Clients

Apple 2005-Present

Profile creative professionals for [Apple Pro Site](#) and craft copy, including newsletters, web materials, and product guides.

AskMen.com 2005-Present

Health, nutrition, and travel articles, plus buyer's guides.

FileMaker 2008-Present

Bento user profiles for FileMaker site.

B&H Photo 2008-Present

Profiles and technical articles for B&H Student Buyer's Guide, comprehensive Photography Lighting Guide.

Logitech 2010-Present

Product copy and feature-length technical articles for Logitech website. Press releases for Logitech U.S.

Palm 2007

Product copy for Palm online store, direct-marketing newsletters, web copy for smartphones.

Past Experience

Staff Writer and Photographer, Solano Magazine Fairfield, CA 2005-2006

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Features, profiles, reviews, travel pieces, in-depth coverage of local issues. Honed writing style, interview, research, and photography skills. Mastered photo editing and page layout software.

Reporter, Benicia Herald Newspaper Benicia, CA 2002-2004

Two stories a day, plus news briefs. Two years of journalism boot camp at daily paper. Covered schools and local politics. Learned to write quickly and accurately under pressure. Also assisted with design and production.

Writer/Web Designer, Paratas El Granada, CA 2001-2002

Designed, built, and wrote websites for local businesses. Expanded knowledge of Web coding and learned how to market products and services to businesses and consumers.

Education

San Francisco State University, San Francisco, CA — BA Journalism, 2000

Skills

• Digital photography • Digital Video • Pages • Word • Aperture • Final Cut Studio • Photoshop • Illustrator • InDesign • Dreamweaver • HTML • CSS

Referrals

Referrals available upon request.