

CHARLES DAVENPORT

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Thank you for taking the time to review my resume. I spent 10 years running two small businesses. In that time I was often a one-man marketing department. Because of that, I spent quite a bit of time writing materials designed to drive action.

When I closed my last business I decided to go into writing and marketing full time. I obtained a Nanodegree in Digital Marketing from Udacity and I also received a Copywriting Certification from the Blackford Center.

In the last 4 years I have been working exclusively as a freelance writer and digital marketer. Now I am looking to take this long track record of experience and expertise and turn that into a potentially long-term position with one company.

Thank you again for taking the time to consider me for your open position.

Sincerely,

Charles Davenport

Career Objective

Seeking a position where I can maximize my experience and qualifications in writing and digital marketing.

Skill and Proficiencies

- MS Word
- MS Excel
- Adobe Photoshop
- Wordpress
- Hubspot Inbound Certified
- Google Adwords, Search, Video and Mobile Certified
- Aloha, Booker and Mindbody POS/Reservation CRM Systems
- Instrument Rated Private Pilot

Experience

Freelance Copywriter and Digital Marketer

Feb 2018 to Present

I have spent the past four years working exclusively in the field of copywriting and digital marketing. I have a wide scope of past work that covers a number of desired outcomes and needs. For the last year I have spent quite a bit of my time working for a company called More Than Writers but now I am ready to get off the freelance merry-go-round and find something that is more permanent and long-term. A sample of my portfolio can be found [here](#).

Blow Pop Blow Dry Bar

General Manager

Jan 2014 to Jan 2018

Managed and oversaw all operations of Blow Pop Blow Dry Bar located in Westfield Horton Plaza in downtown San Diego.

Regularly increased customer database by a factor of 15-20% annually through SEO and SEM efforts and increased existing customer sales approximately 10% through CRM, loyalty rewards and specials, and targeted Social Media, text and e-blast campaigns. Duties included managing inventory control and acquisition, all employee issues including hiring, scheduling and payroll, all advertising and marketing efforts, lease negotiations and procuring and maintaining all necessary insurance.

Created and implemented a complete "start to finish" customer service experience that included all aspects of the customer experience from their first contact with the salon through their service experience at the salon and through to our service after the sale with the singular goal of turning first time customers into regular, repeat customers.

Built and maintained all aspects of website experience, social media pages, e-blast and text blast systems and contact, Google and Yelp page content and review responses, pay per click advertising campaigns, SEO tracking and implementation and the creation and management of a fully integrated customer loyalty rewards program.

Voyeur Nightclub

General Manager

June 2009 to Nov 2013

Built and operated San Diego's first House/Techno nightclub. Secured lease/location as well as State of CA ABC license and City of San Diego Entertainment Permit.

Oversaw all elements of design and construction that began with "4 blank walls" inside the leased space. Created an "experience" that was unlike anything seen in San Diego to that point including cutting edge sound and visual equipment and programming.

Managed inventory control of all liquor products and food products. Hired, oversaw, and managed staff related to talent and entertainment booking, VIP client acquisition and service, social media and traditional marketing staff, security and all food and liquor service staff.

Oversaw and executed eventual sale of all assets, both physical and intellectual/brand, to new owner/operator.

Sea West Wind Power

Owner

1990-2005

Owned a small share of one of the world's largest Wind Farm developers and operators. Played a key role in the sale of the company to The AES Corporation (NYSE: AES) in 2005.

Education

Copywriting Certification Course

Blackford Center

September 2018

Nanodegree in Digital Marketing

Udacity

July 2018

B.A. English

San Diego State University

January 1997