

DENNY BULCAO

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- Possesses more than seven years of experience providing writing, editing, and proofreading services to develop high-impact advertising, marketing, and communications for clients in diverse industries, including medical, legal, computer hardware/software, engineering, construction, 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; Sports/News/Opinion/Editorial Writing; Corporate Communications; Public Relations; Interviewing; Presentations; Quality Control; Client Relations; Negotiations; Transcription; Shorthand*

Technical Proficiencies: *Macs; PCs; Microsoft Visio, PowerPoint, Word, Excel, Outlook, Access; Adobe Acrobat, Photoshop; Corel; Documentum; Web Content Creation/Updating; Blogging; Internet Research*

HIGHLIGHTS

- 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, 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; took phone calls and conducted interviews.
- 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.
- Managed the Sports Department of KSMC, the radio station of Saint Mary's College of California. Assigned talent and broadcast engineers while calling live play-by-play and traveling with the football, basketball, and baseball teams. Conducted PA announcing for multiple sports.

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

CAREER TRACK

Proofreader, HITACHI DATA SYSTEMS, *Santa Clara, CA*.....2009-Present
Online Copy Manager, PETCO ANIMAL SUPPLIES INC., *San Diego, CA*.....2008-2009
Senior Copywriter, DRIVEOK INC., *San Diego, CA*.....2008
Proofreader, TRAINING SYSTEMS DESIGN, *Los Angeles, CA*.....2007-2008
Freelance Sports Writer/Part-Time News Writer, THE ASSOCIATED PRESS, *San Diego, CA*2004-2008
Freelance Sports Writer, THE SAN DIEGO UNION-TRIBUNE, *San Diego, CA*2003-2008
Public Relations Manager, THE ALL AMERICAN FOOTBALL LEAGUE, *San Diego, CA*.....2006
News Reporter, KBAK-TV (CBS MARKET #125), *Bakersfield, CA*.....2005
News Anchor/Reporter, KREX-TV (CBS MARKET #184), *Grand Junction, CO*2004-2005

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