

DANIEL C. BARTEL

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Freelance Website: www.dbartel.com

PROFILE

2+ years Catalog and Internet advertising for JCPenney Co.
3+ years as a freelance copywriter
4 years as an award-winning print journalist and reporter

TARGETED SKILLS

SEO writing, Internet Copywriting, Catalog Writing, Online Product Descriptions, Marketing Brochures and Collateral Pieces, Technical Writing, News and Magazine Reporting, Proofreading: Well-versed in APA, MLA and AP Style • Basic HTML Coding, Adobe InDesign, Adobe Photoshop, Lexis-Nexus and jContent Databases, MS Suite (Outlook, Word, Excel, PowerPoint), Mac and PC savvy • Multi-tasking, Trend Analysis, Detail-oriented Research, Excellent Team Communication

WRITING

Advertising

8/06- Present J.C. PENNEY CO. INC. (Corporate Headquarters) – Plano, Texas
Internet Copywriter, Home Division
Daily online copy creation for landing pages and product presentations for Fortune 150 retail company.

- Collaboration with Internet Planners on copy enhancements
- **Achieved a 15-35% sales increase on enhanced Hard Home items
- Efficient turnaround on all Internet Planner requests
- Creation of copy and headlines to drive online sales for 7 categories of Home products — Home Accents, Windows, Bed & Bath, Kids & Baby, Toys and Furniture
- Team Building: Lead performance in “PACE” the annual JCP Direct awards show; Co-organized and worked Habitat for Humanity team-building day; Copy creation for Habitat and “Game of Life” internal brochures and posters

Catalog Copywriter, Soft Home

- Crafted marketing copy for Soft Home items: Comforter Sets, Sheets, Basics, Mattress Covers, and Window Coverings
- Coordinated with buying teams on copy and headline revisions
- Worked with copy chiefs and layout artists to improve copy quality and workflow efficiency; cross-checking peer work

Technical

7/07- 11/07 YUM! BRANDS, INC. (Pizza Hut Division) – Addison, Texas
Technical Writing Consultant
Copy creation on a 600-page franchisee manual for Pizza Hut International. Outlines detailed “how-tos” for applying re-branding strategies to new and existing storefronts.

- Translated complex re-branding initiative into comprehensive, readable copy and refreshed outdated copy
- Wrote about aspects of interior and exterior image, signage, site planning, building maintenance and construction

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| Marketing | 1/06-
8/06 | <u>HOTELS.COM</u> – Dallas, Texas
Freelance Marketing Copywriter - two consecutive contracts
Created more than 400 property descriptions for leading travel site. <ul style="list-style-type: none">• Worked with content managers and editors on achieving effective copy style and delivery• Drove online sales through lively, well-researched and accurate property descriptions |
| Reporting | 4/04-
2/05 | <u>DALLAS BUSINESS JOURNAL</u> – Tarrant/Denton Bureau, Texas
Staff Writer, Real Estate
Covered commercial and residential real estate news for Dallas' leading weekly business newspaper. <ul style="list-style-type: none">• Delivered breaking news, investigative reporting, trend stories, profiles and restaurants reviews• Created news stories from statistical info and public records data: Company balance sheets, Planning & Zoning reports, Census data, civil and criminal lawsuits• Wrote weekly business column; contributed breaking news stories for dallas.bizjournal.com |

EDUCATION

Master of Journalism – Print Reporting, 3.7 GPA
UNIVERSITY OF NORTH TEXAS – Denton, Texas

Bachelor of Arts – English, American Literature
UNIVERSITY OF SOUTHERN CALIFORNIA – Los Angeles, CA

AWARDS

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| Reporting | 2002 | First Place, APME Award (Associated Press Managing Editors)
Co-winner in Breaking News category, a Nurse charged with hospital patient murder, <u>Wichita Falls Times Record News</u> |
| | 2002 | Best Series, Katy Award (Dallas Press Club)
On reporting team that won Best Series award for "Not Another Teen Series," <u>Wichita Falls Times Record News</u> |
| | 2001-02 | UNT Mayborn Journalism Scholarship (twice awarded) |

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| Volunteer | 2004-
present | <u>BIG BROTHERS BIG SISTERS OF NORTH TEXAS</u>
Mentor for little brother, David (10-14 yrs. old). <ul style="list-style-type: none">• Role model and life counseling, homework help, Bigs Events• Crafted editorial copy for Big Brother Big Sister of North Texas monthly newsletter |
| | 2004-
present | <u>ARLINGTON MISSION</u>
Assistant <ul style="list-style-type: none">• Sorting and categorizing of charitable donations• Delivery of furniture and clothing donations |
| | October
2007 | <u>JUNIOR ACHIEVEMENT</u>
Instructor <ul style="list-style-type: none">• Taught principals of advertising, marketing and factory production to inner city 5th grade students |