

COLIN BERRY, WRITER

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SUMMARY

Fifteen years' proven talent writing and editing features, profiles, and articles for web, magazines, books, and radio; ten years' experience developing marketing materials, ebooks, and brand-based storytelling for F100 and boutique companies alike. Published fiction and memoir writer with deep background in creative writing and journalism and focus on arts and visual culture. Strong proofreading and editing skills. Proven ability to:

- Collaborate with designers to shape creative solutions based on brand story, mythology, and positioning.
- Organize, motivate, and lead high-energy teams to produce innovative business solutions through successful collaborations of technical, sales, marketing, and artistic concerns.
- Create compelling brand stories crafted to winningly introduce a product, idea, or concept.
- Manage, edit, and write compelling marketing communications, elegant user manuals, and snappy press releases.
- Write persuasive romance copy, taglines, and related content for various consumer products, including food, electronic, and household.
- Develop effective story ideas, pitches, UI strategies, and content for print, electronic media, and radio.

EXPERIENCE

FREELANCE CONSULTANT (2009-CURRENT): LOS ANGELES, CA

Specializing in content strategy and development, writing, and editing for leading brand developers and design firms. Major clients include:

- Sterling Brands: co-strategist, -writer, and -editor working with a leading New York brand firm to develop new romance copy, brand standards, and design documents for Häagen-Dazs®, Dreyer's®, Tropicana®, Ivory®, Similac®, Castor & Pollux®, and Nature's Variety®.
- DISTINC: lead strategist, writer, and editor contracted with cause-based branding group to develop new voice for United States Artists, a multi-million-dollar arts nonprofit, for its annual awards program and ongoing promotional and capital campaign materials. Created anchor content for fund-raising website as well as all launch-related materials.
- Chen Design Associates: lead writer for *Fingerprint No. 2* (pub. 2011), a high-profile design volume; contributed curatorial and editorial voice for a prominent San Francisco design group.
- Autodesk: lead writer on book layout and design project for leading 3D software developer; necessitated knowledge about and interviews with leading environmental, engineering, manufacturing, and computer-aided design experts.

CONT'D...

EXPERIENCE (CONT'D)

FREELANCE CONSULTANT (2001-2009): SAN FRANCISCO, CA

Specializing in content strategy and development, writing, and editing for brand developers, software developers, small businesses, and design firms. Clients include:

- Ascendant: writer and lead editor for relaunch of personal and professional development website.
- ThinkShop: writer and editor for launch of leading ideation company's new website.
- Chronicle Books: lead writer and co-producer of *On Tender Hooks* (pub. 2009) for leading art book publisher. Pitched, managed, wrote, edited, proofread, and strategized design for painter Isabel Samaras's first monograph.
- Atlassian: lead writer of internal ebook on hosted development systems for a Sydney-based software company.
- Celery Design: writer and editor on contract for Berkeley-based sustainable design firm to deliver web, brochure, and video copy for HP®, Sun®, Fox River Paper®, and others.
- Fluidigm: wrote series of press releases for a Silicon Valley IFC developer.
- Paragon Real Estate: lead strategist and writer for relaunch of San Francisco-based Realtor team's website.
- Santa.com: co-strategist and -writer of whimsical holiday-themed blog and ecommerce site.
- White Rabbit Virtual: content strategist and lead writer for flexwork startup's website.

FREELANCE JOURNALIST (1996-CURRENT): SAN FRANCISCO, CA

Published features, reviews, columns, profiles, and interviews in national magazines, online publications, radio, and national newspapers. Topics included fine and performing arts, music, technology, politics, and design. Selected media include:

Artweek*	Preservation
Boing Boing	Print*
BusinessWeek	ReadyMade
CMYK	San Francisco Bay Guardian
Entertainment Weekly	San Francisco Chronicle
I.D.	SF Gate
KQED Public Radio	The Good Men Project
Make	TimeOut
NPR - All Things Considered	Wired*

* contributing editor or past contributing editor

EDUCATION

San Francisco State University

- MFA in English: Creative Writing with honors
- English Composition Teaching Certificate

Colorado State University

- BA in English with honors