**­DENNIS EDWARD BULCAO, JR.**

**SENIOR-LEVEL WRITER / EDITOR**

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WEBSITE: [DennyWrites.com](https://www.dennywrites.com/)

PORTFOLIO: [DennyWrites.com/samples](https://www.dennywrites.com/portfolio/)

LINKEDIN: [Linkedin.com/in/dennybulcao](https://www.linkedin.com/in/dennybulcao/)

[YOUTUBE TESTIMONIALS](https://www.youtube.com/watch?v=PMr2v_q7KKo&feature=player_embedded)

* Possesses over 17 years of experience providing technical and creative content writing, editing, and proofreading services to develop high-impact advertising, marketing, and communications for clients in diverse industries — including financial services, medical, legal, e-commerce, print/online media/video, computer hardware/software, engineering, construction, automotive, and accounting.
* Works well independently and collaboratively to create, organize, review, edit, and maintain high-quality print, web, and mobile device 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; Technical Writing (API Documentation); B2B and B2C Content Creation; Corporate Communications; Agile Collaboration; Sports/News/Opinion/Editorial Writing; Public Relations; Interviewing; Internet Research; Presentations; Quality Control; Client Relations; Negotiations; Transcription; Shorthand*

***Technical Skills:*** *Macs; PCs; MS Visio, PowerPoint, SharePoint, Salesforce, Egnyte, LBiProofs, Concur, Synergist, Basecamp, MS Office Suite, FrameMaker, DITA, oXygen XML Editor, Outlook, Access, GitHub, Rally, Asana; Box; InfoPath; Adobe Acrobat X Pro; Photoshop; Corel; HTML; XML; STML; SGML; Citrix; Adept; MEPS; Snagit; SDL Tridion; Knowledge Link; Google Docs; Documentum; WordPress; Trello; WebEx; Balsamiq; YouTrack; Camtasia; PowToon; Web Content Creation/Updating; Blogging (Moveable Type); Internet Research; Apple Software Programs: Create and RetailMe*

**EXPERIENCE**

**Quest CE, *Finance Course Writer*, Remote**……………….………………………..……………………...………..……..…..9/18 – Present (freelance)

* Write long form continuing education (CE) courses and exam questions/answers for accountants, insurance agents, legal professionals and other industries to comply with state requirements.

**Google, *Senior Technical Writer & Editor*, Remote**……………….………………………...………..……..…..7/20 – 9/20 (***Fourth*** Google contract)

* Reorganized, wrote and edited Google engineering documentation in Google Docs.

**Dialpad, *Senior Copywriter*, Remote**……………………………………………………………………………………….………....4/20 – 7/20 (contract)

* Wrote compelling and engaging SEO web copy, SEO blogs, user manuals, and social media content.

**BlueCross BlueShield of North Carolina, *Senior Technical Writer*, Remote**………………..…………………..….………....4/20 – 6/20 (contract)

* Reorganized, wrote and edited BCBS technical documentation in Confluence.

**Farmers Insurance, *Technical Writer*, Remote**…………………….…………………….……………………………...……..……1/20 – 4/20 (contract)

* Assist in the inventory, consolidation, writing and editing of IT departmental documentation.
* Support the IT Enterprise Collaboration team in a variety of technical writing subject areas.
* Develop collaboration tool adoption/training campaigns on internal technology sites like Workplace (Facebook), SharePoint and Box.
* Work with policy owners throughout the policy lifecycle (development, review, approval).

**The American Society of Mechanical Engineers (ASME), *Proofreader*, Remote**………...…….…….….3/19 – 6/20 (***Contract extended twice***)

* Provided critical editorial support for the Learning and Development (L&D) organization by proofreading copy for a large volume of course content.
* Edited technical and/or engineering course content; Interpreted data to help learners read and understand complex engineering courses.
* Maintained consistent, impeccable attention to detail; Coordinated and prioritized large and diverse workloads on tight deadlines.
* Worked independently and proactively.

**Pharmavite, *Senior Technical Writer*, Remote**……………………...……………………………………………………...……..10/19 to 1/20 (contract)

* Wrote and edited high-quality documentation for the Quality, Tech Ops, Operations, and PLM Departments to ensure that content, flow and context aligned with company policies, procedures and federal and state regulations.
* Coordinated with internal teams to ensure the readability, technical accuracy and completeness of controlled documentation including, but not limited to, MBRs, SOPs, and JIs.
* Developed, edited and proofread templates to standardize MBRs, SOPs, JIs, and other Controlled Documents.

**United States Holocaust Memorial Museum, *Web Content Writer & Editor*, Remote**…….………………...……….…….3/19 to 10/19 (contract)

* Assisted with website optimization: optimized content, analyzed and understood guest needs.
* Created and revised content, updated outdated content, fitting revised and new content into new templates.
* Researched and resized photos and graphics.
* Worked with an agile team (content, designers, developers).

**Google, *Senior Writer*, Remote**……………….……………………………..……………………...………………..3/19 to 7/19 (***Third*** Google contract)

* Wrote and edited educational content for Google's Applied Digital Skills website for middle school, high school and adult learners.
* Content included video scripts, lesson plans, rubrics, closed captions, assessments, marketing/promotional materials and online instructions.

**LiteMD, *SEO Content Writer*, Remote**……………………..………………………………………….………………..…..……..11/18 to 12/18 (contract)

* Created compelling, relevant and interesting content that met prime search engine standards and positioned LiteMD as a leader in the Innovative Healthcare Industry.
* Wrote clever and appealing: website content, help content, presentations, marketing pages, email campaigns, social media campaigns, provider biographies, staff biographies, telemedicine blog content and additional copy.

**Neomeda, *Senior Technical & Marketing Writer*, Remote**……………..……….………………………………………..…..….8/18 to 11/18 (contract)

* Wrote compelling help documentation, user manuals, social media content and web copy.
* Created software manuals and user guides for a medical scheduling service used on desktop and mobile devices.

**Wells Fargo, *Technical Writer and Editor,* Remote**…………………………………………….………….5/18 to 8/18 (***Third*** Wells Fargo contract)

* Drafted, edited and formatted complex technical manuals, projects and other technical documentation.
* Drafted and edited web help content.
* Researched and translated technical information for technical and non-technical users.

**Ledger Bennett, *Senior Copywriter*, San Francisco, CA and Remote**……………..………………………………..…....………1/18-4/18 (contract)

Ledger Bennett is a UK-based, market-leading B2B demand generation agency focused on creating demand for clients’ products and services globally. Clients include Microsoft, LinkedIn and American Express.

* Wrote copy for several tones of voice, channels and scenarios.
* Worked with internal teams to generate ideas and concepts for pitching and proposals.

**Google, *Writer III***, San Francisco, CA……………………………….……………………...............................…10/17-12/17 (***Second*** Google contract)

* Wrote original, high quality training materials including video scripts, online instructions, outlines, assessments, narrative walkthroughs and educational text about Google Assistant.
* Integrated feedback from several stakeholders and varying perspectives to create a cohesive, partner-focused end product.
* Worked with Instructional Designers (ID) and subject matter experts (SMEs) to turn storyboards into fully formed content.

**Airbnb, *Senior Technical Writer***, San Francisco, CA………………..…………...………………………………..…..…….………8/17-10/17 (contract)

* Created, developed, planned, wrote and edited operational, instructional, maintenance and test procedures for paper, multimedia or web-based publication.

**Advantest, *Senior Technical Writer***, San Jose, CA………………………..….......................…..……………………...……......…5/17-9/17 (contract)

* Under audit deadline, developed, wrote and edited training and other user guides/manuals to ensure Advantest was ISO 9001:2015 compliant.

**McCann New York, *Technical Copywriter*,** San Jose/New York……………..…………...…4/16-1/17 (***Contract extended*** from six to 10 months)

CLIENT: **Verizon**

* Wrote copy for digital materials that promote a new Verizon technology.
* Wrote copy for all online marketing and product descriptions.
* Wrote screens and marketing copy, video scripts for troubleshooting via online support and phone support.
* Established a consistent tone of voice across the product suite on the client (Verizon) website.

**CSAA Insurance Group, a AAA Insurer, *Digital Writer / Editor,*** Walnut Creek, CA……..……….……………….….……………2/16-4/16 (project)

* Defined the digital copy for CSAA/AAA new and existing insurance sales and servicing applications.

**Agora.io, *Lead Technical Writer — USA,*** Santa Clara, CA……….……………..…………………………………………...……..…1/16-2/16 (project)

As Lead Technical Writer, editor and proofreader for Agora.io in the United States:

* Worked with lead writer in China to create CaaS API documentation, website copy, white papers, data sheets, case studies, help content, blogs and other documentation Agora.io needs as a startup in Silicon Valley.
* Communicated with engineers and subject matter experts (SMEs) to develop original copy and edit documents.

**General Electric (GE Digital), *Senior Technical Writer,*** San Ramon, CA………………………………….................………………………9/14-1/16

* Collaborated in an agile environment with cross-functional teams to produce high-quality documentation.
* Actively participated in daily Scrum stand-up meetings, weekly planning, and review meetings.
* Wrote developer and administration guides in Confluence, including API, SDK, SOP, UI, UX, administration, and installation guides about GitHub, Rally, Coverity, JAVA, Artifactory, Menlo, ServiceNow, Slack and other software.

**Accomplishments:**

* Earned a performance-based salary raise and 10% bonus.
* Rewrote and reorganized two Confluence spaces (315+ pages).
* Volunteered to blog about GE Software and Cloud Foundry Summit 2015 in Santa Clara. Blogs were published company-wide and are public-facing: <https://www.ge.com/digital/blog/devops-no-royal-use-we>

**Google, *Technical Writer II,*** Mountain View, CA…………………………………………….………………..………………………..7/14-9/14 (contract)

As a Senior Knowledge Base Writer for Google Play:

* Wrote and edited technical support materials (answers to common customer issues) for Google Play customer service representatives to help customers via email, phone, chat and feedback.

**Intuit / Demandforce, *Content Writer & Editor,*** San Francisco, CA…………………………………………………..…….………..6/14-7/14 (project)

* Wrote, edited and published knowledge base articles, email and chat templates, and other materials that answer Intuit/Demandforce customers’ questions and help them resolve problems.

**Model N, *Digital Content Writer,*** Redwood City, CA…………………………………………………………………………..…..…..6/14-7/14 (project)

* Partnered with the Senior Manager of Creative Services and subject matter experts (SMEs) to strategize and create a brand-new Model N website (content and design).

**Electronics for Imaging (EFI), *Technical Writer,*** Fremont, CA……………………………………………………..………....…….3/14-6/14 (contract)

As part of the EFI User Assistance Group, the Technical Writer:

* Developed API documentation for the EFI Fiery product line (commercial printers and software) and associated products using DITA, FrameMaker and oXygen XML Editor; Planned, organized, developed and maintained customer-facing documentation.

**Samsung, *Senior Technical Writer,*** Palo Alto, CA…………………………………………………………………………….……….2/14-3/14 (contract)

* Led the creation of high quality documentation and web portal content for the Samsung Music Application, Music Hub, and the Music Marketing Department; Wrote white papers, tech notes and user guides while working in an agile environment with engineers.

**Capital One, *Technical Writer III,*** McLean, VA………………………………………………………………………………...……...11/13-2/14 (contract)

* Wrote, proofread, edited and formatted highly confidential financial documentation in SharePoint.

**Apple, *Content & Communication Specialist,*** Cupertino, CA…………………..………………………………………….....……8/13-10/13 (contract)

* Assisted in maintaining the structure of reference content, including policies, user-guides, and how-to’s; tracked and managed multiple versions of single instances of content using Create and RetailMe.

**VISA, *Senior Technical Writer,*** Foster City, CA………………………………………………………………..………...……….……5/13-7/13 (contract)

* Applied knowledge of payment systems, payment industry regulatory requirements/business models, and documentation requirements to create documentation templates, style guides, and additional internal, proprietary content under deadline.

**Oracle, *UX Content Writer/Strategist,*** Redwood City, CA……………………..…………………………..…………………..……..3/13-5/13 (contract)

* Created API and SDK content for web and other digital devices to educate customers on how to include user-centered methods into implementation development cycles.
* Wrote concise, engaging, and persuasive informational content; updated and maintained current content; identified additional content for mobile and web delivery channels.

**Wells Fargo, *Senior Writer/Social Media Editor,*** San Francisco, CA………………………………..………..…………..………10/12-3/13 (contract)

* Collaborated with key stakeholders to align their needs with social business objectives, and with product, stakeholder, and UX teams to define and execute appropriate solutions.
* Wrote/edited content in WordPress, including blogs, LinkedIn business group copy, online help, error messages, screen content, and instructional guides for the CEO (Chief Electronic Office) portal.

**U.S. Bank, *Senior Interactive Writer/Editor,*** San Francisco, CA……………………………………................………….………7/12-10/12 (contract)

* Originated and edited mobile platform help content, working with content strategists and marketing copywriters; maintained the content strategy guide.

**Lexmark, *Lead Worldwide Marketing Writer,*** Lexington, KY…………………………………………................…………..………4/12-7/12 (contract)

* Wrote, edited, and proofread Lexmark B2B and B2C marketing and advertising copy with a focus on hardware products (printers).

**MetLife, *Senior Writer/Editor, Auto & Home eBusiness,*** Warwick, RI……………………………………..…...………….…….11/11-4/12 (contract)

* Led digital content management and workflow for all of Client Auto & Home’s online presence.
* Conceptualized and executed innovative help/educational copy and content in SharePoint, including all aspects of digital marketing (large web initiatives, microsites, landing pages, and email campaigns).

**PayPal/eBay, *Senior Web Writer, Global Content,*** Austin, TX…………………...………………………..……..………..………5/11-11/11 (contract)

* Created compelling help content (in SharePoint) based on user needs, business objectives, and product knowledge.

**USAA, *Senior Web Content Writer/Editor***, San Antonio, TX………………………………………………..…………….………..12/10-5/11 (contract)

* Created clear and concise B2C web and mobile device help/educational content for the Content and Publishing Department.
* Completed 300+ projects related to credit cards, auto and life insurance, checking/savings accounts, retirement and more — significantly improving USAA.com’s content quality and increasing web traffic.

**Bailey Gardiner Creative, *Proofreader*,** San Diego, CA…………………………………………………..…………...….……….5/10-11/10 (freelance)

* Proofread and copy-edited advertising, public relations, social media marketing, and Internet marketing copy under tight deadlines.

**Hitachi Data Systems**, ***Technical Editor***, Santa Clara, CA………………………………………………………..…...…….……..1/09-5/10 (freelance)

* Consistently hit strict deadlines with perfect results, generating additional technical work as a proofreader and copy editor of internal documents and documents prepared for client use.

**PETCO Animal Supplies, Inc.**, ***Online Copy Manager***, San Diego, CA…………………………………………………...………….……..11/08-2/09

* Wrote, edited, and proofread (under deadline) PETCO.com content, email advertising/marketing material, daily blogs, press releases, white papers, and additional correspondence; Ethically wrote within SEO/SEM guidelines to increase traffic and PETCO revenue.

**DriveOK, Inc.**, ***Senior Copywriter***, San Diego, CA………………………………….…………………………………..………………………..3/08-11/08

* In WordPress and HTML: wrote, edited, and proofread website content, email advertising, brochures, flyers, pamphlets, user guides, product/customer service manuals, blogs, press releases, white papers, and other marketing communications daily under tight deadlines. Complied with SEO/SEM guidelines.
* Achieved Page 1 Google ranking for two DriveOK Inc. websites within two months, earning two pay bonuses.

**CBS-TV**, ***News Anchor/Reporter***, Grand Junction, CO (KREX) and Bakersfield, CA (KBAK)………...............................................….…..6/04-8/06

**The Associated Press**, ***Newsperson/Sports Writer***, San Diego, CA…………..….….…………………..……………...…..1/04-6/04 and 8/06-11/08

* Authored game and feature stories, maintained game statistics and attended press conferences for the San Diego Chargers, San Diego Padres, Team USA Softball, boxing events, college athletic events and more.
* Prepared and released Southern California news for The Associated Press news wire.

**The San Diego Union-Tribune**, ***Sports Writer***, San Diego, CA…………………………………..…….…………..…...…….8/03-6/04 and 8/06-11/08

* Wrote over 200 published game stories and personal profile (feature) stories.
* Interviewed players and coaches and consistently hit very tight deadlines.
* Created the first-ever San Diego County high school tennis rankings.

**EDUCATION & TRAINING**

Saint Mary’s College of California

Bachelor of Arts, Communication, May 2003

Department of the Army

Certificate of Training in Department of Defense Information Assurance Awareness