

October 2001 to Present**Christopher Dobens** / freelance copywriter / New York, NY

- Started a freelance copywriting and content marketing business working directly with agencies and businesses as well as subcontracting for other freelancers on both short- and long-term projects
- Work has included advertisements, articles, bios, brochures, case studies, catalogs, direct mail, email newsletters, press materials, print newsletters, social media, and websites

May 2010 to December 2012**Total Footblog** / online soccer magazine / New York, NY

- Created a respected online soccer magazine covering all aspects of the game, on the field and off
- Developed a distinct voice while generating 20,000 words (13 articles) of original content per month
- Built an audience of nearly 7,000 unique visitors per month (Google Analytics) exclusively through organic SEO, social media, and word-of-mouth
- Strengthened content marketing skills and established connections throughout the soccer community

October 2007 to May 2010**Asphalt Green** / non-profit sports and fitness destination / New York, NY

- Served as Marketing Director, shaping the strategy for and managing the development and implementation of all marketing initiatives
- Wrote and produced advertisements, articles, brochures, catalogs, direct mail, flyers, posters, and press materials along with copy for a variety of digital platforms including newsletters, signage, social media, surveys, and websites

June 1991 to September 2001**Magnet Communications / Havas** / integrated communications agency / New York, NY**Creamer Dickson Basford / Havas** / full-service public relations agency / New York, NY

- Served in progressive roles from Account Executive to Director/California and eventually SVP/Director of Marketing at Creamer Dickson Basford (CDB) and then at Magnet Communications, which was created in June 2000 when CDB acquired three other firms
- Conceived of the marketing strategy and overall branding for CDB and then Magnet as well as wrote and developed all of the marketing materials for the two firms
- Wrote and produced advertisements, articles, brochures, direct mail, newsletters, presentations, press materials, speeches, and websites for both agencies as well as for individual clients
- Taught a course on writing as part of in-house training programs at CDB and Magnet
- First to receive CDB's Champion of Change award, for creating an employee newsletter

September 1989 to June 1991**A.B. Isacson Associates** / marketing communications agency / New York, NY

- Wrote advertisements, articles, brochures, direct mail, newsletters, and press materials for clients

**Education & Interests**

- Attended Northfield Mount Hermon preparatory school, earned a bachelor of arts degree from Hillsdale College, and completed the Dale Carnegie Management Training Program
- Hobbies include soccer, scuba diving, writing, and photography