

## RELEVANT EXPERIENCE

January 2009 – Present

Sony Network Entertainment: Foster City, CA

CONTRACT MARKETING COPYWRITER

- ♦ Marketing writer for PlayStation Store and PlayStation Network promotions and initiatives
- ♦ Creative copywriter for digital marketplace category and content descriptions

September 2010 – January 2012

OnLive, Inc.: Palo Alto, CA

CONTRACT MARKETING COPYWRITER

- ♦ Primary copywriter for all press communications, including press releases
- ♦ Writer for deadline-driven consumer promotions for Web, print, email blasts, in-app messages and company blog posts
- ♦ Scriptwriter for TV ads, Web videos and keynote presentations
- ♦ Creator of the OnLive Writing Style Guide and in-house grammar expert
- ♦ Content consultant on OnLive brand and product positioning, as well as creative brief writer for website revamp

Incorporated May 2006

Evan Denbaum: Editor + Writer (a division of Intention Creations, Inc.): SF Bay Area

PRESIDENT/COPYWRITER

- ♦ Copywriter who specializes in creating buzz and attracting consumers for gaming industry clients, including digital, cloud and social game companies
- ♦ Content consultant for video game websites, products and marketing initiatives
- ♦ Grammar expert who proofreads and edits with precise attention to detail

July 2004 – May 2006

World Wrestling Entertainment (formerly WWF): Stamford, CT

CONTENT EDITOR

- ♦ Feature and recap writer for RAW Magazine, SmackDown Magazine and WWE.com — frequently interviewing celebrity-status wrestlers for online publication
- ♦ Content editor for WWE.com's vast array of sections — managing multimedia content and leveraging copy to increase site dynamism and lengthen user stay
- ♦ Creator, writer and editor of WWE Fantasy (wrestling equivalent of online fantasy football), including devising the statistics-based scoring system and intricate rules structure
- ♦ During my tenure, WWE.com's audience surged to 14 million unique visitors per month.

November 2002 – July 2004

The Connecticut Post: Bridgeport, CT

SPORTS COPY EDITOR

- ♦ Nightly slot and section editor (newspaper circulation 85,000; four regional editions)
- ♦ Duties required headline writing, the editing of all sports stories, design and layout (in Quark) of the section's front page and/or inside pages on extremely tight deadlines.
- ♦ Occasional columnist and game reporter

## RELEVANT EXPERIENCE

*continued*

July 2000 – May 2001

The Sporting News: St. Louis, MO

### ASSOCIATE EDITOR

- ♦ Content editor and feature writer for both SportingNews.com and The Sporting News magazine (America's oldest sports publication; circulation 700,000 with 3.98 million weekly readers)
- ♦ Scriptwriter of game previews for NHL broadcasters, each week covering 14 teams
- ♦ Full-time intern from April – July 2000; duties included editing online copy and writing highlights for TSN's Pro Football Guide (a 412-page book)

## EDUCATION

1995 – 1999

University of Oregon: Eugene, OR

B.A., JOURNALISM AND COMMUNICATION

MINOR, ENGLISH

## AWARDS + HONORS

- ♦ The Dodd Scholarship, The Lucian Arant Award and Arant Scholarship, The Pasero Scholarship
- ♦ School of Journalism/Communication Dean's List, University Dean's List, The Kappa Tau Alpha Honors Society
- ♦ First Place: The Hartford Courant *Newspaper in Education* Competition (Columnist); Second Place: Oregon Newspaper Publishers Association *Collegiate Newspaper Contest* (Best Section); National News *Pacemaker Award*, *Gold Crown Award*

## SPECIAL SKILLS

- ♦ Adobe Photoshop, Acrobat Professional, InDesign & Contribute, Mediasurface Morello, WordPress, Quark XPress, Adobe Pagemaker, NewsEdit Pro, Microsoft Office, Powerpoint/Keynote, BBEdit, Frontpage, basic HTML coding, proficient working on Mac OS X and Windows platforms
- ♦ Expert knowledge of the Associated Press Stylebook; working knowledge of The Chicago Manual of Style
- ♦ Extensive fantasy sports and video game playtesting/conceptualization experience
- ♦ Creative writing tutor (students grade 4–12)
- ♦ Published strategy board game designer

## PROFESSIONAL WEBSITE

[WWW.EVANDENBAUM.COM](http://WWW.EVANDENBAUM.COM)

Please visit for more information on offered services.