

# DAN TAPPAN

w r i t e r + s t r a t e g i s t

## CONTACT

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## PROFILE

Based in Portland, originally from New York (not the fun part). I excel right in the intersection of strategy and creative, strategy and creative, helping both shape and execute killer concepts.

## EDUCATION

**ITHACA COLLEGE** | 2009 - 2013  
B.A. IN ENGLISH

IES ABROAD, **DUBLIN** | SPRING 2011  
CIEE, **HYDERABAD** | SPRING 2012

## CLIENTS

Nike, Indeed, DICK's Sporting Goods, Google Fiber, 7-Eleven, Mercari, GoHealth Urgent Care, KinderCare, Papa Murphy's, Daikin

## EXPERIENCE

**The Program, Writer** | April 2021-Present

- Develops and pitches creative concepts to win new client projects
- Writes copy for lifecycle workstreams and campaign creative

**Indeed, Writer + Content Strategist**

Contract Role | June 2020-April 2021

- Developed strategic frameworks for content programs in collaboration with stakeholders
- Led creative for how-to videos, banner ads, social ads, emails, and long form content

**Nelson Cash, Writer** | Oct 2018-Mar 2020

- Created research-based internal strategy artifacts for internal marketing teams
- Ideated campaigns and wrote copy for marketing collateral with design partners
- Presented work and facilitated discussions with client stakeholders

**SQ1, Copywriter** | 2016-2018

- Conceptualized, wrote, and collaborated on ads across traditional and digital mediums
- Produced TV, radio spots, and interview videos with voice talent and videographers
- Presented campaign work to clients

**SQ1, Content Manager** | 2014-2016

- Managed social media, email, and on-site content creation and deployment
- Drove organic traffic with SEO articles
- Analyzed content performance on GA