



Dakota Parks

Multifaceted Content Writer

PROFILE

Seasoned writer with expertise in proposal development, RFP management, and persuasive content creation across digital and print platforms. With an M.A. in English and a background in journalism, Dakota has a track record of crafting highly technical sales proposals, grant applications, marketing collateral, and SEO-driven content. She is passionate about translating complex ideas into impactful stories that drive results. Skilled in collaborating with subject matter experts, executives, and creative teams to craft content that fuels business growth and strengthens brand messaging.

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PROFESSIONAL EXPERIENCE

Senior Writer, Business Development

Envision Healthcare
Feb 2022 – October 2024

- Managed multiple high priority writing projects with competing deadlines resulting in approximately \$14 million in gross profit per year.
- Collaborated with C-suite executives and clinical leaders to craft highly technical sales proposals, RFP responses, and presentations using a unified voice in support of the company's organic growth, including copywriting, content development, print production, and marketing collateral.

Freelance Journalist and Content Writer

Self Employed
Feb 2020 – Present

- Researched, interviewed, and authored over 300+ high-traffic content pieces for tourism companies, marketing agencies, non-profits, publishers, and local business owners ranging from newspaper and magazine articles to website copy, blogs, conference papers, and social media and marketing campaigns.
- Increased traffic to client's websites and social media by developing campaign materials and carefully crafted SEO copy in accordance with brand messaging and AP Style.

Assistant Editor

Ballinger Publishing
Oct 2019 – Feb 2022

- Oversaw production and print timelines for client publications including a weekly newspaper and quarterly magazine for the Escambia-Santa Rosa Bar Association.
- Authored the most popular cover story in a 3-year period, resulting in increased advertising and website engagement.
- Implemented a streamlined editorial process while simultaneously pitching content ideas, coordinating photo shoots and creative direction, interviewing subject matter experts, and writing 5-10 articles a month for multiple in-house publications.

EDUCATION

Master of Arts, English: Creative Writing

University of West Florida

- 4.0 GPA
- 2021 Outstanding Graduate Student Award
- Founder and Editor-in-Chief, *Feminist Spaces*

Bachelor of Arts, English: Creative Writing

University of West Florida

- 3.9 GPA
- President of *Sigma Tau Delta*, English Honor Society

KEY SKILLS

Business & Sales Writing
Proposal/RFP management
Journalism
Copywriting & Storytelling
Content Creation
Social Media Management
Marketing Collateral
Copyediting Digital and Print Proofs
Research/Fact Checking
Nonprofits & Grant Writing
Website Maintenance & Web Design
Microsoft Office
Salesforce