

Dakota Parks

Proposal Writer



PROFILE

Detail-oriented sales writer with 3+ years of experience writing complex sales proposals, developing compelling digital and print collateral, and interviewing subject matter experts. Holds an M.A. in English and expertise in copywriting.

PHONE

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LINKEDIN

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PROFESSIONAL EXPERIENCE

Writer | Editor, Business Development

Envision Healthcare
Feb 2022 – Present

- Manages multiple high-priority writing projects with competing deadlines resulting in approximately \$14 million in gross profit per year.
- Collaborates 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
Oct 2019 – 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

2022

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*

2020

Bachelor of Arts, English: Creative Writing

University of West Florida

- Magna Cum Laude*
- President of *Sigma Tau Delta*, English Honor Society

KEY SKILLS

Sales writing
Proposal/RFP management
Content creation
Marketing collateral
Copyediting
Research/fact-checking
Microsoft Office
Salesforce