

# LisaDavidson.net

Creating Content That Counts | Writer & Consultant



## ADVERTISING, MARKETING, AND COMMUNICATIONS

- Blogging, Copywriting, Corporate Collateral
- Inbound Marketing, Social Media, SEO
- PR, Websites, Branding, Photography
- Packaging, USPs, New Business Development
- Event Marketing, Publicity, Style Guides

Words That Work®, U.S. & West Indies — Writer/Consultant  
1992 - Present. 25+ Satisfied Clients. [See Lisa's LinkedIn](#)

Roberts Hawaii, Honolulu — Marketing & Communications  
Specialist 2015. Reported to President Percy Higashi.

Superb Internet — Creative Writer, Creative Team Lead  
2009 - 2010. Wrote new website for 15th anniversary.

Swardlick Marketing Group — Copywriter 1999-2000.

Microsoft — Writer, Corporate Communications 1992-1995.

Manus Direct, Seattle — Senior Copywriter 1988-1992.

## GOVERNMENT AND SOCIAL SERVICES

- PR, Blogging, Committee Notes, Networking
- Research, Reports, Ghostwriting, Fundraising
- Transcription, Edits, Proofreading, Approvals
- Speechwriting, Recording Audio, DB Management

Hawaii State Senate, Honolulu — Legislative Aide,  
Proofreader/Transcriptionist 2013-2014 (Sessions).

RCUH STRIDE Project, Honolulu — Writer/Mentor, 2009.

Created and maintained Project's first ever Facebook site.

Caregiver, Honolulu — PT, OT, Nurse for Partner with  
Progressive Multiple Sclerosis, 2006-2009.

CASA, Seattle — Court Appointed Special Advocate  
Representing the best interest of children in contested  
divorces with special circumstances. Reports for judges.

World Without War Council, Seattle — Research 1983.

Compiled National Resource Directory. Aide to George Will.

## PUBLISHING AND EDUCATION

- Train Customer Service & Circulation Teams
- ESL, Writing & Poetry Workshops, Report, Edit

University of Hawai'i, Manoa — Teaching Assistant  
2004-2006. MA Candidate, Creative Writing.

Sir Arthur Lewis Community College — Lecturer, English  
Division of Arts & Sciences 1997-1998.

Crittenden Research, San Diego — Marketing/Data Director,  
2002-2003. Lead 4 teams, 4 cities. Insurance, Real Estate.

Waterfront Press, Seattle — Circulation & Database  
Manager, 1985-1988. Increased paid subs 47% (BPA).

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## LISA DAVIDSON

is a writer, consultant,  
educator, and traveler. Born in  
Fayetteville, NC, she has lived  
in Australia, Cape Cod, rural  
New Hampshire, Oregon,  
Chicago, Seattle, St. Lucia,  
Guadeloupe, Coastal Maine,  
Napa Valley, Park City Utah,  
San Diego, and Hawai'i. She  
has also traveled extensively  
throughout the U.S. (on  
assignment and off) as well as  
Europe and the Caribbean.

## LANGUAGES

Native English, Professional  
French, some Spanish and  
St. Lucian kwéyòl (new  
orthography).

## PUBLICATIONS

*Madam, Your Daughter is  
Molting* (poetry chapbook)  
[TropicalToes.net](#) (writer's life)  
[Laha Lele](#) (Hawaiian arts, culture)

## EDUCATION

M.A. Candidate, English-Creative  
Writing, attended 2004-2006  
University of Hawaii, Manoa

B.A. with Distinction in English,  
Magna Cum Laude, Phi Beta  
Kappa, 1983  
University of Washington

Daniel Webster Merit Scholar  
Dartmouth College, Hanover

## AWARDS

Abermthy Creative Writing Prize  
Draham & Grayston Poetry Prizes  
International Caples Finalist for  
Excellence in Direct Marketing  
American Marketing Association  
For Integrated Merchandising