

- *Creating the identity you desire and image you deserve* •

2220 SW 3<sup>rd</sup> Ave., Grand Rapids MN 55744

(218) 301-9529 • [sdenney@mchsi.com](mailto:sdenney@mchsi.com)

On the web: [www.sdenney.com](http://www.sdenney.com)

## • PROFESSIONAL EXPERIENCE •

### **Marketing Specialist, IdenneyT Communications: 2003 – present**

As an independent contractor, I am a sought-after business writer and marketing specialist working directly with corporate clients to further product marketing goals. My specialized expertise and in-depth background in an array of writing genres, coupled with a technical marketing background, enable me to write with excellence while capturing a vivid, fun and unique style that appeals to a targeted consumer audience. Projects include website writing, search-engine optimization (SEO), website design and creation, promotional writing for marketing videos and print publications, and numerous special projects for local, regional and national media and press.



### **Vice President of Marketing, Mountain Lake Furniture: 1989-2003**

Responsible for consumer marketing, including new product development and promotion, corporate image, website writing and design, and all facets of marketing for the company and its products. Also responsible for training national sales force, creating sales materials, and implementing successful sales strategies. Managed international furniture markets and showrooms in San Francisco, Minneapolis and High Point (NC). Led company's very successful entry into international catalog and internet sales, and worked directly with customer executives to design exclusive product lines and create custom marketing programs.



### **Project Leader / Senior Technical Writer, Cray Research: 1985-1989**

Led, motivated and directed a large team of professional writers and editors responsible for producing a 70-volume documentation set to support this leading-edge supercomputer company's largest and most lucrative software product, the Cray Operating System UNICOS. Worked directly with Cray's marketing department, writing feature documents and other marketing-specific pieces for international distribution. Served as a publications resource to Cray customers and employees in the U.S. and around the world and as a liaison between the company and its high-profile customers. Fielded international and domestic queries, led team meetings, and was an integral member of the corporate-wide software release team. Wrote, edited and directed numerous facets of technical, marketing and consumer documentation, both online and for print publication.



### **Technical Writer, Hennepin County Information Services: 1983-1985**

Researched, designed, wrote, edited and produced technical documentation to support custom software application programs, such as the County's Enhanced-911 emergency call system. Produced graphic-design projects, via both manual drafting and computer-aided production. Translated technical information into documentation for end-user audiences.



### **English Dept. Tutor and Database Coordinator, University of Wisconsin Eau Claire: 1980-1983**

Created, maintained and documented the University's Personnel Database. Responsible for writing reports, computer system documentation, and department materials. Tutored under-graduate and graduate students in grammar, composition, and all types of writing. Assisted English Department professors by leading classroom instruction, editing student writing, and administering student proficiency exams.



• **EDUCATION** •

**Bachelor of Business Administration (BBA), University of Wisconsin - Eau Claire: 1983**

Comprehensive Double Major:	Business Marketing and Management
Emphasis:	Marketing / Marketing Research
Declared Minor:	Professional and Technical Writing
Undeclared Minor Equivalent:	Art / Design

• **PROFESSIONAL ACHIEVEMENTS** •

**Mountain Lake Furniture**

International writing award recipient for authorship of company's employee handbook.

Responsible for design innovations that lead to the company's most successful product line. Worked with a nationally renowned furniture designer on a product suite that resulted in a prestigious American Society of Furniture Designers PINNACLE Design Achievement Award nomination.

**Cray Research, Inc.**

Awarded the Employee Incentive Stock Option by the company's Board of Directors for demonstrated leadership and significant contributions to the company. Nominated for the first-ever Leadership and Innovation Award for Cray Research employees. Spoke at numerous Cray employee orientation sessions and public tours, and represented the company at customer sites across the nation. Wrote a technical paper that was accepted for presentation at the International UNIX Operating System Conference. As a keynote lecturer at the Cray Research International Analyst Meeting, spoke to a technical audience regarding the marketing and technical communications aspects of the supercomputing industry.

**Society for Technical Communication (STC)**

Held positions of vice president, various committee chairmanships and committee memberships. Guest speaker at the International Technical Communication Conference held in Chicago.

• **VOLUNTEER EXPERIENCE** •

**Officer, United States Ski & Snowboard Association (USSA) - Central Division: 2001-2007**

Involved organizer and division member, serving on committees in many capacities to host regional and major national events at my home club and in this division. Awarded 2003 Chairman's Award for volunteer efforts. Designed numerous marketing materials for use by the division's elite and development teams and was instrumental in advancing team concepts.

Key member of team that raised five million dollars to fund the construction of a new ski jump in Minneapolis. Worked with members of the U.S. Olympic Committee, U.S. Ski Team, U.S. Olympic Team, and local, state and national legislators. Served as marketing consultant for this project, which included producing a promotional video, writing numerous materials, designing promotional aids, and more.

Designed, built and continue to maintain the website [www.MtItasca.com](http://www.MtItasca.com) on a volunteer basis for the Mt. Itasca Winter Sports Center in Coleraine, Minnesota. Also serve as a volunteer grant writer for the Itasca Ski Club, writing many successful grant proposals that have netted the ski club thousands of dollars in funds to assist with continued operations.

**Other Organizations**

More than twenty five years of volunteer experience writing, editing, designing and consulting on a pro-bono basis for schools, sports organizations, chambers of commerce, civic organizations, and businesses. Work includes all aspects of promotion, feature publication, design work, and more.