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**PROFILE:** Commercial writing career spans more than 10 years:

- Thorough knowledge of marketing process coupled with strategic positioning of companies and products via written materials
- Additional emphasis in public relations, publicity, and advertising
- Extensive experience writing about technology for corporate marketing departments -- including Internet, software, and hardware-related subjects -- as well as consumer and news-related material for TV stations and magazines
- Very clear, concise, and easy-to-understand writing style
- Strong ability to synthesize complicated ideas into everyday language
- Adept at writing in different voices for different audiences
- Excellent project management and editing skills
- Experience includes writing for companies such as CNET Networks, Sun Microsystems, Sybase, @Home Network, Priceline.com, Travelocity, the MAYA Group, Carnegie Mellon University, University of Pittsburgh, American Eagle Outfitters, and Descartes

**HIGHLIGHTS INCLUDE:**

- |                    |                                  |                     |
|--------------------|----------------------------------|---------------------|
| * Sales Collateral | * Web-Site Content               | * Press Releases    |
| * Case Studies     | * Newspaper, TV, and Radio Spots | * Magazine Articles |
| * Newsletters      | * News Stories                   | * Direct Mail       |

**PROFESSIONAL EXPERIENCE:**

**FREELANCE WRITER** – San Francisco, California; Pittsburgh, Pennsylvania

**1994 to 2000, 2001 to present**

Help position and create media presence for established technology and Internet startup companies by writing case studies, press releases, corporate backgrounders, and other marketing-related materials, as well as serving as editorial liaison to local and national media; write editorial content for Web sites, helping create corporate sites from the ground up; write magazine and news articles.

**Significant Projects Included:**

- Writing marketing materials, scheduling media tour, and securing editorial coverage for launch of **Priceline.com**
- Writing case studies and securing media coverage for business-to-business division of **@Home Network**, pioneering broadband-communications company
- Writing all marketing & PR material, scheduling media tour, and securing media coverage for **Tunes.com**, one of first Web sites offering free music samples for public consumption
- Serving as featured writer for **How**, one of world's most widely-read graphic-design magazines
- Developing all editorial content for **Working Assets'** giveforchange.com, long-distance carrier's e-commerce site enabling people to donate money online to socially-progressive nonprofits

**CNET NETWORKS** - San Francisco, California

**2000 to 2001**

(Number one source for computer and technology information on the Internet)

**Marketing Writer**

Wrote collateral for all divisions' sales and marketing efforts, including product one-sheets, direct mail, and e-mail marketing; also wrote video scripts, TV spots, trade advertisements, and public relations material.

**Significant Achievements:**

- Viewed as premier editorial authority in CNET's marketing department
- Developed voice and positioning for CNET, ZDNet, Gamespot, and MySimon brands targeted at technology industry
- Took initiative to create document library that hadn't previously existed

- Created and integrated post-merger sales collateral for CNET and ZDNet, enabling sales force to clearly articulate product offerings and differentiate them from competitors

**BLANC & OTUS PUBLIC RELATIONS** – San Francisco, California

**1993 to 1994**

**Account Executive**

Specialized in computer-software public relations; increased clients' editorial reach by researching, writing, and placing customer user briefs in computer-trade publications, and serving as liaison to national print media; placed clients before reporters from national media via organized media tours.

**PURDOM PUBLIC RELATIONS** – South San Francisco, California

**1992 to 1993**

**Assistant Account Executive**

Specialized in high-tech public relations; effectively communicated to large internal and external audiences on behalf of clients by writing monthly newsletter for computer corporation's sales force, and user briefs for editorial use; publicized client news to local and national media; researched client product use, providing valuable data and analysis.

**WKRC-TV** – Cincinnati, Ohio

**1990 to 1991**

**Writer/Production Assistant**

Wrote news stories under deadline for live newscasts; field-produced stories for air; floor-directed live newscasts; assisted assignment editor on assignment desk.

**EDUCATION**

**OHIO STATE UNIVERSITY** – B.A. in Journalism, 1990

**INTERNSHIPS**

**CABLE NEWS NETWORK (CNN)** – Washington, D.C. Bureau, 1988

Operated studio cameras and TelePrompTers for live, hourly newscasts; assisted videotape crews and reporters on location; updated research material.

**ACTIVITIES**

Big Brothers & Big Sisters of America

Intrepid World Traveler

Musician