

DAVE PIERCE

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11 Custom Street
Nashua, NH 03062
(603) 689-4467

COPYWRITER & CONTENT STRATEGIST

More than 30 years of award-winning copywriting, editing, and content management.

- Copywriting and editing
- Content strategy
- Blogging
- SEO strategy
- Mentoring & coaching
- B2B marketing
- Ghostwriting for execs
- Social media strategy
- Multimedia storytelling
- Google Analytics
- Artificial intelligence (AI)
- Employee engagement
- Internal communications
- Content management
- SharePoint editing

PROFESSIONAL EXPERIENCE

WRITING AROUND IT | Nashua, New Hampshire

Owner, Senior Copywriter & Content Strategist November 2023 – present

Provide strategic marketing and copywriting services to clients, creating blog posts, press releases, newsletters, promotional collateral, email campaigns, ad copy, video scriptwriting, web and print copy, white papers, ebooks, bylined articles, infographics, social media, and much more.

SALARY.COM | Waltham, Massachusetts

Senior Copywriter & Content Strategist August 2022 – November 2023

Led the content team. Wrote blog posts, white papers, ebooks, newsletters, and marketing emails. Ran content operations and calendar, as well as a team of freelance writers and internal subject matter experts.

PROGRESS SOFTWARE | Burlington, Massachusetts

Employer Brand Manager / Content Manager December 2019 – May 2022

Managed digital copywriting across six marketing websites, ran internal communications, intranet production, and social media. Planned and organized hybrid and virtual company meetings, managed employee engagement, and partnered with HR on diversity, equity, and inclusion (DEI) and corporate social responsibility (CSR) efforts.

KEY ACHIEVEMENTS

- Overhauled content and search engine optimization (SEO) strategy
- Created the Employer Brand Team
- Expanded reach and performance of our social media channels

AKUMINA | Nashua, New Hampshire

Community Manager

February 2019 – November 2019

Managed company websites. Created content for customer marketing, digital marketing, and community website. Created white papers and blog posts and created videos. Managed community forums and social media.

KEY ACHIEVEMENTS

- Created the company's first developer community website

ACQUIA | Boston

Content Manager

November 2016 – February 2019

Managed the day-to-day and long-term content editing, landing page development, copywriting and production needs for the web. Wrote and edited blog posts, ebooks and white papers. Managed social media and videos.

KEY ACHIEVEMENTS

- Led the redesign, rebrand and replatform of corporate website

HEARST TELEVISION | Manchester, New Hampshire

Digital Managing Editor

June 2013 – November 2016

Managed 26 Hearst websites while primarily editing and updating websites in the Northeast. Wrote breaking news. Edited news and social media videos.

THE BOSTON GLOBE | Boston

Digital Content Producer

January 2007 – June 2013

Edited, designed and updated news, Spotlight investigative reports, and sports pages. Edited, wrote and produced stories, landing pages, investigative reporting, graphics, photo galleries, and videos for the web.

KEY ACHIEVEMENTS

- **Pulitzer Prize:** Part of the digital team during coverage of the Boston Marathon bombings
- **National Press Photographers Association:** First place for multimedia package
- **American Society of News Editors:** First place for online storytelling
- **Press Club of Atlantic City:** Headliner Award for online journalism

OTHER JOBS

The Telegraph, Nashua, N.H. – News Editor, 2003-07

Foster's Daily Democrat, Dover, N.H. – Sports Editor, Columnist, 2000-03

The Derry News, Derry, N.H. – Managing Editor, 1997-99

The Monadnock Ledger, Peterborough, N.H. – Sports Editor, Reporter, 1996-97

The Eagle-Tribune, North Andover, Mass. – Reporter, 1994-95

OTHER AWARDS

- **New England Associated Press News Executives Association:** First place for sports column writing, 2002; second place for regional news page design, 2004, 2005, 2006
 - **New England Press Association:** Newspaper of the Year, 2000, 2004. First place for daily sports section, 2000, 2001, 2002; community service, 2000; local election coverage, 2000; general excellence, 1999, 2000
 - **New England Newspaper Association:** Newspaper of the Year, 2005
 - **New Hampshire Press Association:** First place for daily sports section, 2000, 2003; education story, 1998
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EDUCATION

NORTHEASTERN UNIVERSITY | Boston

Bachelor of Arts, Journalism – 1996

HARVARD MEDICAL SCHOOL | Boston

Certificate Program, Health and Science Journalism – 2009

UNIVERSITY OF NEW HAMPSHIRE | Manchester and Durham, N.H.

Certificate Program, Digital Marketing – 2020