

Dalin Clark

Writer Strategist



BIOGRAPHY

As a Writer Strategist, Dalin Clark works closely with clients to define and create messages for internal and external audiences. She brings a customer-focused approach to all projects and develops materials that clearly speak to customer needs.

Over the course of her 20+ year career, Clark has partnered with global firms in many capacities, including strategic planning, copywriting, speechwriting, public relations, interactive communications, sales support and marketing.

She started as a sports reporter for the Lansing State Journal and will be happy to discuss the merits of a prevent defense as it relates to football, basketball or marketing strategy. Additional agency staff experience includes Sefton Associates in Grand Rapids, Mich., The Designory in Long Beach, Calif. and Genex in Los Angeles. Writer Strategist, LLC was established in 2001.

Clark earned a BA from Michigan State University in communications/journalism and studied copywriting at the Portfolio Center in Atlanta.

AWARDS

ADDYs
Communication Arts
Direct Marketing Creative Guild
ID Magazine
International Automotive Advertising Awards
ReBrand 100

Contact:
dalinclark@writer-strategist.com
+1 616 975 6160



EXPERIENCE

Automotive/manufacturing

Acura/Honda
Best Metal Products
Dow Automotive
Dow Wire & Cable
Insight Automation/Kyowa
Mercedes-Benz North America
Porsche Cars North America
Stiles Machinery
X-Rite

Consumer Goods

Amway
Gordon Food Services
Meridian Yachts
Pique
Spout

Furniture/design

Herman Miller
Lake Affect Design Studio
SitOnIt Seating

Healthcare

Spectrum Health
Zeeland Community Hospital

Professional Services

1 Call Resolution
Central Michigan Paper
CitiStreet Bank
Genex
Howe Marketing
Communications
McGarry Bair
Nancy L. Salz Consulting
People Design
PhotoSphere
The Designory Inc.
X by 2

SERVICES

Marketing communications

- Message strategy and positioning for internal and external audiences
- Writing for web sites, brochures, advertising and sales support tools
- Presentations, promotions and special projects

Public relations

- Message strategy, planning and execution
- Bylined articles, executive speeches, press releases, newsletters
- Media relations and training

Interactive

- Digital strategy and business integration
- Content development and maintenance
- Webcasts, events and promotions