

# Daniel L. Edelen

Freelance Writer / Editor  
Ethereal Pen Productions  
<http://etherealpen.com/contact>

## Synopsis

Writer and editor of technical, training, and marketing copy and manuscripts

- Distills complex concepts into simple terms
- Employs wordplay, narrative, and rhythm to capture the attention of readers
- Analyzes the features of competing products and services

Developer of Web site content

- Tunes sites for search engine optimization (SEO)
- Facilitates Blogger and WordPress blogging

## Writing Examples

Technical Marketing

**Apple, Inc.**  
“The 75 Mac Advantages”

**Cintas Corporation**  
Cintergy 4-page handout

Web Site Copy & SEO

**Home Energy Checkup**  
Homeenergycheckup.com

**Kurlemann Custom Homes**  
Kurlemannhomes.com

TV & Radio

**Rainbow Play Systems**  
30-second radio ad

**Telestar Video Concepts**  
Humorous ad teleplays

PR & Corporate Communication

**Dugan & Meyers Construction**  
Company newsletter

**LCA-Vision**  
Executive letters, annual report

Manual & Training

**NASA Ames Research Center**  
Online e-mail application manual

**Synchrony Communications**  
Knowledge Manager manual & training system

Magazine

**Lafayette Alumni News**  
Feature on *Elle* Managing Editor Sara Culley

**Wheaton**  
Feature on FBI Assistant Director Ken Kaiser

Editing  
Examples

PR & Corporate  
Communication

**Fifth Third Bank**  
Direct mail material

Web Site

**Promotion Execution Partners**  
Peppromotions.com

Magazine

**Lafayette Alumni News**  
Class Notes section

Publishing

**R. Vassel, Author of *Daughters of Men***  
Book proposal

Client  
Testimonials

“Because of the high quality of my Web site and brochures, clients and competitors think I’m a Fortune 500 company.”  
– *D. Dennis, Owner, Home Energy Checkup*

“Not only is Dan fast, he’s good.”  
– *H. Fricke, Art Direction & Senior Client Services Manager, Blue Whitespace*

“Dan consistently captures what a client wants to say in writing.”  
– *J. Daniell, Owner, Swordfish Computer Solutions*

“Between Dan’s editing and my agent’s additions, the proposal worked well. Several publishers were interested in the project – my advance was five figures!”  
– *R. Vassel, Author*

“Dan is a gifted writer who brings creativity, intelligence, skill, and professionalism to the job. I’ve been impressed with his work right from the start.”  
– *D. Block, Alumni Communications Editor, Lafayette College*

Employment

**Ethereal Pen Productions**, Mount Orab, Ohio 2003–Present  
Owner / Writer / Editor – Freelance copywriting & copyediting company

**Edelen Acres**, Mount Orab, Ohio 2001–Present  
Owner / Manager – Organic fruit farm

**Synchrony Communications**, Cincinnati, Ohio 2000–01  
Knowledge Manager Specialist – Computer software company

**Recom Technologies / Sterling Software**, Moffett Field, Calif. 1997–2000  
Principal Systems Administrator – IT provider to NASA

Education

**Wheaton College**, Wheaton, Ill.  
Bachelor of Arts, May 1992, *Summa Cum Laude*

**Carnegie Mellon University**, Pittsburgh, Pa.  
Studied Artificial Intelligence & Robotics, 1981–83