

MARK DUGGAN

COPYWRITER & EDITOR

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Proven expertise in writing for user experience, SEO, and technical documentation. More than 20 years of experience crafting words for marketing campaigns, presentations, external communications and public sector information. Effective collaborator with cross-functional teams. Focused on aligning organizational goals with user and audience needs.

EXPERIENCE

Senior Editor | KSUT Public Radio

Mar 2020 – Jul 2022 (Staff) | June 2022 – present (Contracted/Remote)

- Direct all aspects of KSUT.org, including copy, editorial, and design. Redesigned site and rewrote all landing page copy. Tripled organic search traffic and contributed to 20% increase in conversion rates. Site recognized with three statewide awards.
- Created tribalradio.org for Native American broadcasting service. Wrote and designed content for cultural sensitivity. Organization now has vital online voice for Native and Indigenous news.

Fill-In Digital Editor | KUNC Public Radio | Greeley, Colo.

July 2024 – present (Contracted)

- Serve as on-call web copy editor for news and podcast teams.

Freelance Web Designer

Oct 2013 – present

- Design and launch WordPress websites for commercial and non-profit clients. Write all site copy.

Web Content Copywriter/Designer | KingCounty.gov | King County, Wash.

Jul 2022 – Dec 2023 (Remote)

- Rewrote and redesigned content for kingcounty.gov. Built more than 350 pages following sitemaps, user research, and WCAG 2.1 AA accessibility guidelines. Rewrote complex copy in plain language for easy reading (8th-grade level).
- Collaborated with departments to write unified content, resulting in improved user experience and access to information for municipal site serving 3 million county residents. Role ended when project reached completion.

Copywriter | TedXGrand Junction

Sep 2019 – March 2020 (Contracted/Remote)

- Crafted end-to-end social media and SEO web article campaigns. Contributed to sellout event and created buzz around presenters.

Copywriter/Content Producer | MySalesButler

Jul 2019 – Oct 2021 (Contracted/Remote)

- Directed editorial on persona-targeted SEO web and social copy for marketing agency. Work ended due to COVID-19 pandemic impact.
- Collaborated with stakeholders to write product blurbs and other content for technology and outdoor recreation products. My work directly contributed to their ongoing success.
- Employed user profiles to draft aspirational, consumer-focused voice for sales journey language and technical documentation.

News Director | KDNK Public Radio | Carbondale, Colo.

Nov 2018 – Jul 2019

- Wrote news, proposals, and training materials. Directed coverage and personnel, assigned and handled copy editing. Streamlined editorial workflow, resulting in increased content accuracy. Role ended when offered new opportunity.

Content Director > Digital Editor | KBUT Public Radio | Crested Butte, Colo.

Jan – Nov 2018 (Staff) | Nov 2018 – Nov 2019 (Contracted/Remote)

- Wrote and edited website copy, station promos, underwriting announcements, proposals, and technical documentation. Managed news and programming staff. Provided editorial oversight. Role converted to contracted website administrator upon new opportunity.

Reporter/Producer | KUNC Public Radio | Greeley, Colo.

Mar – Dec 2017 (Contracted)

- Wrote and produced news stories on tight deadlines and within strict timing specifications.

Program Director | KSUT Public Radio | Durango, Colo.

Nov 2014 – Mar 2017

- Wrote station promos, web copy, proposals, and training materials. Led programming staff and oversaw all online and on-air content.

News Strategist | KSJD Public Radio | Cortez, Colo.

Jan – Nov 2014 (Contracted)

- Authored successful strategic plan, SWOT analysis, and editorial roadmap for creation of local news department. Plan included annual budget, organizational principles, and editorial strategy.

Senior Reporter/Editor | KUAZ Arizona Public Media | Tucson, Ariz.

Apr 2008 – Oct 2013

- Reported on multiple topics for regional NPR station. Wrote and produced news stories on tight deadlines and within strict editorial and timing specifications. Edited stories from student reporters.

SKILLS

- User Experience Copywriting
- User Interface Copywriting
- Plain Language Writing
- Writing For Accessibility (WCAG)
- Persona-Targeted SEO Blog Articles
- Technical Writing & Documentation
- Digital Marketing Materials
- Social Media Marketing
- Government Communications
- Community Engagement Copywriting
- Scriptwriting & Storyboarding
- Ghostwriting
- Style Guide Development
- Content Strategy & Planning
- Project & Team Leadership
- Agile Workflow

TECH

- Office 365
- Google Workspace
- Adobe CC (Ps, Lr, Ai, Id, Au)
- Azure Boards & Trello
- WordPress
- Sketch
- Miro
- Basic CSS & HTML

AWARDS

2023, 2022, 2021: **Best Station Website** Colorado Broadcasters Association Award of Excellence – KSUT.org

2013: **Best Radio Feature Reporting**
National Edward R. Murrow Award
[The Battle of Picacho Pass: The Civil War in the Southwest](#)

2013: **Best Audio News Documentary**
Regional Edward R. Murrow Award
[Arizona's Five Cs: A Century Later](#)

PRESENTATIONS

2021: “*Owning Your Story: Impactful Storytelling in a Noisy Age*” – West Slope Startup Week

2017: “*Capturing Oral History: Techniques and Tools*” – Fort Lewis College History Department