

Mark Duggan

Copywriter

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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

Content Director | KSUT Public Radio

Jul 2022 – present (Contract) > Mar 2020 – Jul 2022 (Staff)

- Direct all aspects of KSUT.org, including copywriting, editorial, and information design.
- Created weekly news magazine/podcast, *Four Corners Edition*. Wrote flexible wraparound narration for news presentation. Served as managing editor. Program served station's mission to provide news coverage to underserved communities.
- Led 8-person team through website CMS migration. Rewrote all copy in clear, concise, user-friendly language. Redesigned visuals, UI, and navigation. Tripled traffic and time on-site. Website recognized with three statewide awards.
- Built tribalradio.org for Native American broadcasting service. Wrote for cultural sensitivity and user accessibility. Organization now has vital online voice for Native and Indigenous news.

Freelance Copywriter/Content Designer

Oct 2013 – present

- Provide copywriting services to commercial and non-profit clients.
- Designed and launched student journalism website topotheworld.org for Western Colorado University. Wrote initial site copy. Wrote technical documentation and user training materials, making it easy for WCU students to publish work.

UX Copywriter/Designer | King County, Washington

Jul 2022 – Dec 2023

- Provided copywriting and web design for kingcounty.gov. Built more than 350 web pages following sitemaps and user research. Rewrote complex copy in plain language for easy reading (8th-grade level). Collaborated with department teams to create unified content, resulting in improved user experience for municipal site serving 3 million county residents.

Marketing Copywriter | My Sales Butler

July 2019 – February 2022

- Directed editorial on SEO-friendly, persona-targeted website copy and social media campaigns for white-label marketing agency.
- Collaborated with stakeholders to create launch and lifecycle content for SaaS technology and consumer outdoor recreation products. Drafted aspirational, consumer-focused voice for sales journey language using personas and archetype profiles.

Copywriter | TedXGrand Junction

Sep 2019 – March 2020

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

Other Work

- **News Director** | KDNK Public Radio | Dec 2018 – Jun 2019
- **Content Director** | KBUT Community Radio | Jan 2018 – Aug 2019
- **News Reporter** | KUNC Public Radio | 2017
- **Content Director** | KSUT Public Radio | Dec 2014 – Mar 2017
- **Content Strategist/Copywriter** | KSJD Public Radio | Mar – Nov 2014
- **Senior Reporter/Editor** | Arizona Public Media | Apr 2008 – Oct 2013

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
- Divi
- Figma
- 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](#)