

# UNDERSTANDING CHRISTOPHER DIKEN

## A POTENTIAL CLIENT'S GUIDE

371 Cumberland Street #3  
Brooklyn, NY 11238

(732) 397-7097  
c\_diken@yahoo.com

**FREELANCE (NOW)** **Converse** | North Andover, MA  
*Copywriter* | Develop voice and create copy for Jack Purcell brand and collateral.

**Barnes & Noble** | New York, NY  
*Writer* | Write about academics, books, music and technology for SparkLife blog.

**Betterfly.com** | New York, NY  
*Copywriter* | Create brand voice and copy for ratings/social media site.

**Patch.com** | New York, NY  
*Copywriter* | Create brand voice and copy for site delivering hyper-local content.

**FREELANCE (THEN)** **Forbes** | *Writer + Editor + Test Driver* for ForbesAutos.com.  
**Massify.com** | *Copywriter* for filmmaker social network.  
**ForSaleByOwner.com** | *Copywriter* for leading real-estate site.

**STAFF** **Flavorpill** | New York, NY | May - October 2008  
*Copyeditor + Copywriter* | Edited cultural events listings in Flavorpill's city guides for content, style and flow. Created marketing copy and ad campaigns for web channels.

**Forbes** | New York, NY | July 2007 - May 2008  
*Senior Assistant Editor* | As editor at ForbesAutos.com, responsibilities included developing and assigning story ideas related to luxury automotive industry, managing freelance writers, writing articles and vehicle reviews, and advising on site strategy.

**Deutsch** | New York, NY | May - July 2007  
*Copywriter* | As part of McNeil/Tylenol creative team, responsibilities included developing concepts and writing copy for web pages, microsites, banner ads, online games and other interactive media.

**EF Education** | Cambridge, MA | October 2004 - May 2007  
*Copywriter* | As head writer for the Tours Creative Group, responsibilities included creating microsites, web pages, email campaigns, podcasts, blogs, direct mail, speeches and video scripts, and providing counsel on large-scale brand strategies.

**Autoblog** | New York, NY | May - October 2004  
*Writer* | Wrote and published 8-10 blog entries daily, developed editorial direction of blog during start-up phase, helped hire new writers and managed audience participation.

**Brown University** | Providence, RI | September 2003 - May 2004  
*Teaching Fellow* | As instructor of undergraduate creative writing seminars, responsibilities included developing curricula, leading classes in workshops and discussion of assigned reading, conducting written critiques of student work and facilitating one-on-one conferences with students during weekly office hours.

**EDUCATION** **Brown University**, Providence, RI  
M.F.A. in Creative Writing [Fiction], May 2004

**Connecticut College**, New London, CT  
B.A. with Honors in English with a concentration in Creative Writing [Fiction], May 2001