

DAVE ODEGARD

WRITER/EDITOR, STORYTELLER, & DIGITAL CONTENT NERD

PORTFOLIO WEBSITE

DaveOdegard.com

EMAIL

Dave@DaveOdegard.com

PROFESSIONAL SKILLS

Writing, Editing, & Uploading
Unique Online Content

Project Management for Web-
Publishing

Freelancer Recruitment & Directing

Mastering Unique and Difficult
Content Management Systems

Content Planning & Strategy

WRITING EXPERIENCE

Articles have been published
on USA Today.com, Maxim.com,
BuzzFeed, & more.

Regular content writer for Fareportal
brands' travel blogs, Miles Away &
Going Places, November 2014 - June
2016

Recurring feature writer for Penguin
Random House's website Signature,
covering film and books, December
2012 - May 2015.

Regular content writer for Seatgeek's
blog TBA, covering live events blog,
April 2014 - December 2014

Regular contributor to Primer, an
online men's magazine, November
2012 - September 2013.

Regular writer for Glittarazzi, a DC-
based pop culture & politics blog,
from March 2011 to November 2012.

EXPERIENCE

Content Strategist

Fareportal | January 2018 - Present

- Develop & plan blog content strategy for Fareportal, an international travel ecommerce company with multiple brands.
- Manage the transition to an established content marketing platform
- Devise scalable methods for creating quality content.

Senior Content Writer

Fareportal | July 2016 - December 2017

- Collaborated with various departments to create content across diverse platforms, including email marketing, sales copy, and more.
- Editorial lead for both CheapOair's Miles Away travel blog and OneTravel's Going Places travel blog, requiring collaboration with both in-house and freelance writers.

Senior Editor

Enstars | March 2015 - June 2016

- Managed day-to-day operations of Enstars, a celebrity & entertainment news site that generated over 3 million uniques per month.
- Led a team of 10+ contributors (mostly remote & freelance) that produced 70 - 100 total pieces of content a day.
- Planned & coordinated editorial strategy using traffic data, trending news, and upcoming events.

Editor

Daily Lounge | Feb 2011 - Nov 2014

- Handled all editorial and publishing duties for DailyLounge, a daily content site.
- Crafted publication voice and led a massive website redesign.
- Recruited and managed a pool of freelance writers.

Associate Editor

Made Possible | July 2010 - Feb 2011

- Played integral part in the creation and launch of Made Possible, a media startup aimed at men 25-34 with intelligent and empowering content meant for both print and online.
- Handled all digital publication duties for Made Possible's website.

EDUCATION

Bachelor of Arts, English & Journalism, Minor in Creative Writing

Fordham University | Bronx, NY

Master of Fine Arts, Creative Writing

The New School | New York, NY