



DAVID PASCAL    MARKETING    BUSINESS WRITING    WEB DESIGN  
3165 ELMWOOD AVENUE    ROCHESTER NY    14618    585-256-3514    WWW.DAVIDPASCAL.COM

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## DAVID PASCAL: RESUME

### OBJECTIVE:

Getting business for my clients.

### FORMAL EDUCATION:

- Bachelor of Science degree: Psychology. University of the State of New York.
- Bachelor of Arts degree: Interdisciplinary Studies in the Humanities. Graduated Magna Cum Laude, with leading score in the graduating class.
- Practitioner Certification: Neuro-Linguistic Programming. Conferred jointly by DeLozier and Associates International and the Susan Branch Center.
- Various post-graduate courses at the University of Rochester, St. John Fisher College, and Writers and Books.
- Teaching Experience: courses and classes at Writers and Books; speaking and lecturing at the Rochester Institute of Technology, MCC, and other colleges and institutions; private coaching and tutoring.

### MARKETING / BUSINESS WRITING JOB EXPERIENCE:

#### IN-HOUSE:

- Copywriter. (Subsequently promoted to Chief Copywriter.) Company: The Galen Group.
- Public Relations Coordinator. Company: CI of Michigan.
- Contributing Editor to various publications including Long Life, FutureNews, and Unreal City.
- Writing Instructor. Company: Writers and Books.

#### FREELANCE:

- As a business writer since 1988
- As a marketing consultant since the mid-nineties.

## CLIENTS:

- Xerox, The University of Rochester Medical Center, the United States Postal Service, the New York Agency, Wegmans, the Elmwood Dental Group, Phisoderm, the New York State Department of Education, Herb Gross Advertising, Adtech, Travelodge, Corneles Engineering, Community Care, Rainbow Communications, Hafner Associates, Kirtas Technologies, and others. See the online [client list](http://www.davidpascal.com) at [www.davidpascal.com](http://www.davidpascal.com) for more.

## SKILLS:

- Writing, design, marketing. See [client list](http://www.davidpascal.com) at [www.davidpascal.com](http://www.davidpascal.com).
- Computer : Microsoft Office Suite 2003 and 2007, OpenOffice 2.
- Web design: Dreamweaver CS3, TopStyle 3, Adobe GoLive CS2.
- Web and digital design: Photoshop CS2/CS3, Illustrator CS2.
- Document Preparation: Adobe Acrobat 8, InDesign CS2/CS3.
- Web and Programming Languages : XHTML, CSS, some PHP

## MEMBERSHIPS:

- Writers & Books
- Mensa
- Amnesty International
- Doctors Without Borders
- Numerous charitable organizations

## REFERENCES:

- Jonathan Tasker Rich, CEO, The Galen Group. Email: [mishuge@aol.com](mailto:mishuge@aol.com).
- Lawrence Belle, Professor Emeritus, Rochester Institute of Technology. Email: [lwbcad@rit.edu](mailto:lwbcad@rit.edu).
- Joe Flaherty, Executive Director, Writers & Books. Email: [joef@wab.org](mailto:joef@wab.org).
- Camy Sorbello, Senior Partner, Latinos Communications. Email: [camy@latinoscomm.com](mailto:camy@latinoscomm.com).

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