

# Deanna Boutté

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## Experience

JUNE 2017 - PRESENT

### **SpiralEdge Inc., Campbell, CA** - *Senior Copywriter / Content Manager*

- Oversee a team of copywriters for SwimOutlet.com and YogaOutlet.com
- Write, edit, and manage SEO-driven product descriptions for new and existing product
- Provide creative content for all marketing efforts including email newsletters, product launches, homepage updates, social media campaigns, guides, and blog posts

DECEMBER 2017 - PRESENT

### **Self-Employed, San Jose, CA** - *Freelance Writer & Photographer*

- Live music and event photography
- Craft EPKs & Press Releases for artists, events, festivals, public figures, etc.

AUGUST 2016 - MAY 2019

### **90.5 FM KSJS, San Jose, CA** - *Promotions Coordinator / Urban Music Director / Radio DJ*

- Host of a weekly radio show [music formats: Hip-Hop, EDM]
- Coordinate ticket giveaways and facilitate promotional campaigns for concerts, festivals, and events across California with an emphasis in the San Francisco Bay Area
- Manage Hip-Hop music programming and oversee Top 40 charts

JANUARY 2017- DECEMBER 2017

### **East Bay Express, Oakland, CA** - *Music & Entertainment Writer*

- Responsible for weekly live music picks and previews
- Conduct interviews, attend local events, and curate content for print and online publication

## Education

2015- 2017

### **San Jose State University, San Jose, CA** - *Bachelor of Art in English*

- Concentration in Professional & Technical Writing

2011- 2013

### **Evergreen Valley College, San Jose, CA** - *Associate of Art in English Language*