

DUKE HARTEN

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EMPLOYMENT

2022- present
Denver, CO

Shinesty - Social Media Manager / Copywriter
Apparel company

- Responsible for all organic social media, including copywriting, design, scripting, video creation, and audience engagement across four major channels (IG, TikTok, X, Threads).
- Write copy and scripts for paid social and TV advertising.
- Assist with photo and video shoot production, including art direction on web series.
- Pitch and write emails for direct email marketing.
- Write press releases for marketing stunts.
- Conceive and pitch ideas for new underwear prints, product names, catalog pages, etc.
- Revised existing Instagram strategy, resulting in a 100%+ increase in all major KPIs in under six months and growing audience by 40k+.
- Grew organic TikTok audience from 10k to 260k in one year through independent video creation.

2018-2022
Los Angeles, CA

Stanley's Wet Goods - General Manager
Retail shop + wine bar

- Managed a team of 20+ employees for a business with \$1.75+ million annual revenue.
- Responsible for hiring, scheduling, staff education, and all other daily operations.
- Designed and executed entirely new e-commerce strategy to keep retail business viable during Covid lockdown, including a complete website overhaul, updated product photography, online/phone ordering system, and in-house delivery fleet.
- Implemented FedEx integration to expand sales capability to 14 new states.
- Oversaw the conception and buildout of a kitchen program/food menu, including hiring personnel, managing contractors, purchasing equipment, and collaborating with owner + chef on menu design and execution.
- Managed corporate holiday gifting program, bringing in \$75,000+ in new revenue per year.
- Oversaw sales and fulfillment of monthly wine club totaling 100+ members.
- Implemented SMS functionality for marketing and CX, helping increase bar guest retention rate, advertise sales/promotions, and communicate directly with customers in real time to address questions or concerns.
- Introduced and taught "Wine Words," a mandatory weekly class to improve employee product knowledge and customer service.
- Revised social media strategy, resulting in a 100% increase in all KPIs in under six months.

2023
Denver, CO

Woof - Copywriter
Dog toy + treat company

- Wrote direct email marketing, social, and website copy on a contract basis.

2018- 2019
Los Angeles, CA

Story Terrace - Senior Writer
Private biography publisher

- Wrote novella-length biographies and memoirs for C-suite clients detailing their professional and personal lives. Finished manuscripts were professionally published in book format for distribution to clients' friends, family, and colleagues.
- Conducted client interviews over a series of four- to six-hour sessions.

2013- 2017
Boston, MA

The Fenway News - Editor-in-Chief
Newspaper

- Managed a team of 15+ writers for a 12-page monthly newspaper.
- Assigned and copyedited all news stories and opinion pieces.
- Increased paper's circulation by 5,000 copies per month.
- Managed monthly printing process and distribution team.
- Collaborated with in-house designer on paper's layout using Adobe InDesign.

OTHER

Current **Plaid Accents** - Short humorous fiction
2018 **Boston Theatre Marathon** - Contributing playwright

EDUCATION

2009 - 2013
Northeastern University
BA English, cum laude