

DANNY AVERSHAL

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WORK HISTORY

GHOSTWRITER FOR FOUNDERS | 02/2023 to Current

Michael Ashley Publishing

- Serve as the ghostwriter for the CEO of an innovative software company, producing compelling and thought-provoking weekly articles on various industry topics for their prominent Substack publication.
- Serve as the ghostwriter for the CEO of a small-business nonprofit, writing press releases and thought leadership articles.
- Conduct in-depth research on emerging trends and technological advancements, translating complex concepts into engaging and accessible content.
- Adapt content formats, such as transforming weekly articles into comprehensive eBooks that provide a deeper dive into current events.

EXECUTIVE WRITER | 03/2023 to Current

Alto Studios

- Work closely with top executives and founders to understand their vision, voice, and goals, translating them into powerful narratives.
- Research industry trends, competitive landscapes, and client-specific topics to inform content strategy.
- Develop compelling content strategies aligned with the unique goals and perspectives of executives and founders.

EXECUTIVE GHOSTWRITER | 03/2023 to 09/2023

Acuity Brands

- Completes thorough research into brand topics and industry news.
- Works directly with founders and executives to handle communications both for internal and external stakeholders
- Support regular CEO communication, blogs, external articles, annual reports, monthly newsletters, etc...

EXECUTIVE GHOSTWRITER / OPINION CONTRIBUTOR | 09/2022 to 08/2023

Massive Alliance

- Ideate article concepts with team members and executives
- Ghostwrite and edit articles on behalf of executives
- Contribute articles about media, entertainment, and entrepreneurship for in-house magazine Strixus.

COPYWRITER/ VIDEO PRODUCER | 08/2019 to 08/2021

EcomVids

- Engaged with clients to discuss brand strategy, ad conversion, target audiences and markets
- Researched consumer products and landscape to provide background for captivating copy that accurately represents products' features and benefits.
- Wrote and produced over 300 scripts and shot lists for product advertisements, reviews, and commercials
- Developed new methods to convert sales, build brand awareness and trust with customer base and future audiences

STRENGTHS

- Branding Strategy/Ideation
- Client/Customer Service
- Ghostwriting
- Copywriting/Editing
- Video Production
- Social Media Strategy

EDUCATION

Chapman University - Orange, California | Bachelor of Fine Arts

Creative Writing, Entrepreneurship