

David Schloss

Brand & Product Writer

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SUMMARY

Brand and product writer who turns technical systems into language people act on. Four published books, hundreds of product reviews, and bylines across more than twenty national publications. Has written in-product copy, launch pages, email sequences, brand guidelines, and campaign content for consumer software and hardware companies including Apple, Sony, Capture One, DxO, and K&F Concept, working directly alongside product management, engineering, and UX teams. Builds the standards other writers work inside: style guides, voice documentation, and editorial frameworks across a dozen brands, plus hiring, onboarding, and craft mentorship of staff and freelance writers. Currently writing an AI-for-creators channel and designing the interface and in-product copy for a Mac application in development.

SELECTED PRODUCT & BRAND WRITING

- **Apple / Aperture (2007-2009)** - Reviewed and gave direct feedback on in-product copy and features with Apple's Aperture design, engineering, and UX teams ahead of release; contributed to marketing copy for the application. Produced roughly 300 tutorials, articles, and screencasts covering Aperture and, later, the iWork and iLife suites.
- **Sony (2018-2022)** - Launch pages, email sequences, and editorial content for Sony's owned marketing site, including pages for the Sony Artists sponsored-photographer program; consumer-facing content; social campaign copy for the Alpha camera and mobile divisions; US press releases.
- **DxO (2013-2014)** - Consultant and alpha/beta tester on the DxO ONE connected camera. Wrote US-market specifications and product guides, adapted UI/UX copy from French for the US market, and produced marketing materials published on the product site.
- **Capture One (2018-2022)** - US-market marketing copy, and adaptation of source copy from the Denmark team so it landed correctly with American audiences.
- **K&F Concept (2022)** - Marketing copy for the tripod and lens filter lines, plus brand naming and positioning work.
- **TalkOver (in development)** - Writing all in-product copy and defining interface layout and control placement for a Mac teleprompter application.

EXPERIENCE

Dave Tries This - Founder, Writer & Host

Nyack, NY | September 2022 - Present

- Write scripts for a consumer technology and creative-tools review channel; more than 100 scripts to date across hardware, software, smart home, and photography categories.
- 3.3M+ lifetime views, 28,000+ subscribers, and 116,500+ watch hours.
- Own the full pipeline: research, scripting, production, post, publishing, sponsorship negotiation, and deliverable management with manufacturers and PR agencies.
- Built AI-assisted editorial systems that automate research, contact management, sponsorship tracking, and content planning.
- Maintain a documented written and visual style guide governing voice and presentation across the channel.

Agent Baltic - Founder, Writer & Host

Nyack, NY | March 2026 - Present

- Launched and write a second channel translating AI tools into practical workflows for photographers, videographers, editors, and writers - a deliberately narrow vertical built on creator outcomes rather than general AI news.
- 28 videos and 3,300+ subscribers in the first six months, built off the established Dave Tries This audience.
- Authored the channel's written and visual style guide, defining voice, structure, and terminology standards.
- Cover AI capabilities accurately for a non-technical audience, prioritizing what a working creator can actually do with a tool over specification recitation.

Imaging Resource - Editor-in-Chief

Nyack, NY | January 2025 - April 2026

- Led the editorial relaunch of a long-running photography publication following acquisition, redefining voice, structure, and coverage standards for a contemporary digital audience.
- Directed content strategy, contributor management, product testing programs, and cross-platform publishing.
- Built the video operation: 43 technical review videos contributing to a 71% year-over-year increase in channel views, from 164,000 to 280,000.
- Drove SEO and audience development work that increased search-driven traffic 42%.
- Secured product access, executive briefings, and early review opportunities with camera manufacturers and technology companies.

PixelShift, LLC - Co-Founder & Vice President, Editorial

Waynesboro, VA | January 2018 - January 2022

- Co-founded and led the agency of record for Sony's Alpha camera, Xperia mobile, and Airpeak drone divisions.
- Developed product launch messaging and positioning in partnership with product management, engineering teams in Japan, and US marketing - translating engineering reality into narratives that held up under press scrutiny.
- Wrote and owned the creator-facing content system: brand guidelines, how-to handouts, help documentation, and a press resource site serving Sony's creator network. Delivered the same material live at events and on hands-on visits.
- Wrote US press releases, launch page copy, email sequences, and social campaign content across Sony's owned and earned channels.
- Served Capture One with US-market marketing copy and localization of source copy originating in Denmark.
- Cultivated relationships with 200+ outlets and onboarded 50+ new channels; produced pre- and post-launch market analysis on media sentiment and competitive positioning, and translated media and technical feedback back to product teams.

Madavor Media - Editor-in-Chief (Digital Photo Pro, Digital Photo, HDVideoPro) & Content Development Director

Braintree, MA | 2015 - 2018

Concurrent roles following Madavor's 2015 acquisition of the titles from Werner Media

- Wrote the style guides, voice documentation, and editorial standards that governed writing across all properties - the reference every contributor worked inside.
- Wrote marketing and campaign copy for the three photography and video titles.
- Led content development across 12 magazines and digital properties spanning four divisions, setting quality-control processes and brand alignment standards.
- Hired, onboarded, and trained writers on house style, AP style, and technology conventions - and on audience-centered craft, teaching contributors to write for the reader rather than for themselves.
- Led production of 50+ print issues plus digital editions, managing a network of 12+ staff and freelance writers, photographers, and contributors.
- Introduced Grammarly as a required baseline quality standard before submission, funding paid plans for regular contributors.
- Reduced production timelines 20% and editorial costs 10% through workflow redesign; launched a membership subscription program for the photography division.

Independent Consulting - Technology Writer & Product Consultant

2005 - 2022

Concurrent with staff editorial roles

- Product and marketing consulting for imaging manufacturers, including DxO (2013-2014) and K&F Concept (2022) - US-market copy and product guides, UI/UX localization, and brand naming.
- Freelance technology and photography coverage for national publications between and alongside staff roles.

Werner Media / Outdoor Photographer - Technology Editor

Santa Monica, CA | 2011 - 2015

- Wrote and edited technology, photography, environmental, and conservation coverage for an award-winning national publication; represented the title at industry events, trade shows, and press briefings.

Aperture Users Network - Founder & Owner

2007 - 2009

- Founded and ran the first outside marketing organization Apple engaged to promote one of its professional applications.
- Partnered with Apple's design, engineering, and UI/UX teams on copy and feature feedback for Aperture releases, reviewing in-product copy changes ahead of ship.
- Produced approximately 300 tutorials, articles, and screencasts, expanding from Aperture into the iWork and iLife suites; authored three Aperture ebooks.

Photo District News (PDN) - Technology Editor

New York, NY | 2003 - 2005

- Pitched and launched the hands-on product review section at what was then the leading US photography industry publication, and ran it with full editorial independence.
- Wrote technology and product coverage for a readership of working professional photographers and industry decision-makers.
- Briefed the advertising sales team on new product releases and how manufacturers were positioning them, giving the commercial side technical context it otherwise lacked.
- Represented the publication at industry events, trade shows, and product launches.

BOOKS

The Personal Photo Coach - Peachpit Press, 2005 (two printings)

The Blue Pixel Guide to Travel Photography: Perfect Photos Every Time - Peachpit Press, 2006

Magic Lantern Guides: Olympus EVOLT E-510 - Lark Books (Magic Lantern imprint), 2007

Ten-volume chapter series adapted from the two Peachpit titles, distributed nationally through Best Buy

Fitness title ghostwritten for Men's Health (Rodale)

SELECTED PUBLICATIONS

Macworld, MacAddict, AppleInsider, PetaPixel, Photo District News, PDN Pix, Outdoor Photographer, Digital Photo Pro, Digital Photo, HDVideoPro, Imaging Resource, Alpha Universe, Small Business Computing, On (formerly New York Times Digital), Bicycling, Mountain Bike, Peloton, Paddler

SKILLS

Brand and product storytelling, Messaging and positioning, In-product and UX copy, Launch and campaign copy, Email sequences and landing pages, Brand voice and style guide development, Editorial standards and governance, Developmental editing and writer mentorship, Technical translation for non-specialist audiences, AI tools and creator workflows, Cross-functional partnership with product, engineering, design, and legal, Localization and US-market adaptation, SEO and audience development, Grammarly, Coda, Airtable, FileMaker, Notion, Slack

EDUCATION

Fairleigh Dickinson University - B.S., Business Administration and Management, magna cum laude

School of Visual Arts, New York, NY - Graphic Design (three years of coursework)