

# cullen. marriott

I help brands find their truth  
and put it out into the universe.

## hello

I'm a copywriter, digital designer, and associate creative director with over 15 years of experience.

## skills

Copywriting | Technical & Content SEO | Creative Direction & Strategy | Rapid Prototyping & Concepting | Photography | Videography | DNS Management | Web Design & Development | HTML | CSS | Javascript

## certifications

Google Ads (Search & Shopping) | Hubspot Inbound | Bing Ads Accredited Professional

## software

Adobe Creative Suite | Figma | Procreate | Logic Pro | Final Cut Pro | Google Analytics | Google Ads | Facebook Business Manager | Microsoft 365

## timeline

### copywriter - asurion

*I conceptualized. I wrote. I conquered. Like, in a goal-driven, business-y way. Not a threatening way.*

- Wrote about a bazillion ads, articles, brochures, case studies, emails, landing pages, websites, and more.
- Hit tight deadlines with even tighter copy.
- Ideated, conjured up, conceptualized, brainstormed, and any other synonyms you prefer to use for solving problems.
- Helped launch Asurion's first D2C product, Home+.
- I even wrote the copy that's on Asurion's repair vans.

2021-  
2020



### associate creative director - jumpcrew

*Aligned creative executions to business goals. Uncovered creative insights and solved problems.*

- Made sure our creative work was on strategy and damn good.
- Pitched creative to clients, prospects, CEOs, bosses, and everyone in between.
- Lead creative direction on projects big and small—including our first-ever conference, JumpCon. We sold out, btw.
- Executed art, copy, and web development tasks including websites, emails, and digital ads.
- Oversaw and maintained the JumpCrew brand identity and messaging across all channels.
- Inspired creative and strategic thinking across different personality types, teams, and clients.
- Managed a team of 10 at our largest.

2020-  
2019



# timeline

cont'd

## digital content creator - jumpcrew

*Executed digital content like ads, social media, emails, blogs, landing pages, and websites. Won JumpCrew's Helping Hands award in 2018.*

- Managed over 40 client's social media content with a combined reach of over one million followers.
- Executed art, copy, photography, video, motion graphics, and post production for dozens of ads and social posts weekly.
- Designed and developed landing pages and emails to support clients' marketing efforts.
- Implemented and managed paid Facebook campaigns for clients.
- Translated business goals into creative actions.
- Developed a new creative brief and brand strategy framework.
- Streamlined our processes and added new procedures to tie clear strategy to our creative executions.
- Mentored younger and less experienced creatives.

2019-  
2017



## copywriter - mediatree

*Developed creative concepts, wrote copy for ads and websites. Handled overflow front-end development and PPC tasks.*

- Wrote everything from video scripts and radio ads, to copy for print, PPC ads, and social media.
- I used my front-end development skills in this position to help with the overflow on web projects. I even lead the development and implementation of a product finder for a large automotive repair chain.

2017-  
2016



## campaign manager - zeta global

*Owned and managed campaigns for Proctor & Gamble, Canadian Tire Financial Services, Sallie Mae, and others.*

- Managed client relationships and functioned as the primary contact.
- Executed all data-related campaign tasks for my clients. This included data targeting & segmentation, campaign scheduling, content integration, and copy editing.
- The lead Campaign Manager for Procter & Gamble/Crest.

2016-  
2015



## freelance work

I'm a multi-disciplined creative professional with over 15 years of experience helping brands. My freelancing intersects art & copy, creative & brand strategy, and front-end development. As a veteran copywriter with lots of experience creating art and digital assets, HTML, CSS, and a dash of JavaScript, I can hit the ground running on a variety of projects.