

Paul Marran

CD/Copywriter

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PROFESSIONAL SUMMARY

I am an award-winning CD/copywriter who can connect with any audience, in any medium that delivers exceptional results. A storytelling chameleon if you will. Crafting one-page novels, 60-second plays, and limited word count stories is what I do best. I'm an egoless team player whose goal is to make the client shine.

SKILLS

Brand Development

Marketing Campaigns

Social Media Management

Digital Marketing

Concepting

Content Strategy

Copywriting

Shopper Marketing

Sports Marketing

EXPERIENCE

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Independent Contractor, February 2012–Present

Achieved Record-High Engagement

- Contract copywriter for global financial services brand
- Delivered a series of member emails that set new benchmarks for both open and click-through rates
- Authored highly regulated marketing materials, including consumer-facing emails, print ads, video content, and internal communications

Secured Significant Business Growth

- Contract CD/writer for national ad agency
- Delivered successful concepts for 6 national business pitches, leading to additional 7-figure billings

Boosted Sales by 45% YoY

- Contract strategy, CD/writer for national outdoor sporting goods brand
- Utilized big data and predictive analytics to design a highly effective online shopper marketing campaign

Drove Exceptional Brand Growth

- Contract strategy, CD, writer for regional CPG brand
- Created and executed B2B marketing materials and a comprehensive consumer digital, social, and in-store campaign for a regional cheese spread, resulting in over 300% increase in brand sales and expanded shelf space in 300+ regional stores

DIGITAL DEPARTMENT HEAD/CREATIVE DIRECTOR, CHICAGO, US

Upshot, January 2007–February 2012

Launched Digital Department

- Established and developed the digital department into a key profit center, achieving a 60% success rate in new business pitches across diverse verticals including CPG, hospitality, and tech

Led and Mentored Digital Team

- Managed and guided a team of full-time and contract professionals including strategists, designers, writers, project managers, and developers in executing online, mobile, and social media strategies and concepts

Established Strategic Partnerships

- Formalized key partnerships with web and mobile developers, online media experts, SEO/SEM specialists, and CRM associates to enhance agency capabilities

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Independent Contractor, May 2004–December 2006

- Provided integrated concepts for agencies and their clients including Arc Worldwide, Epsilon, Ogilvy Action, Publicis Dialog, The Marketing Store, TPN, Tracy Locke, Wunderman

EDUCATION

WESTERN MICHIGAN UNIVERSITY, KALAMAZOO, MI

BA – Communications major, Journalism minor

PORTFOLIO CENTER, CHICAGO, IL

Certificate of completion– Creative concepts, brand development

CODEMY

Certificate of completion– Prompt Engineering for marketing creatives

AWARDS

- 2023 MarCom Awards (Platinum): Best Campaign on a Budget for Olli Salumeria
- 2022 MarCom Awards (Gold): Best Campaign on a Budget for Foster Farms Take Out Wings & Tenders
- 2021 MarCom Awards (Silver): Best Shopper Campaign for Foster Farms Chicken