

Paul Marran

Creative Director/Senior Copywriter

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PROFESSIONAL SUMMARY

I am an award-winning CD/Senior 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.

EXPERIENCE

CONTRACT CREATIVE DIRECTOR/SENIOR COPYWRITER, CHICAGO, IL

Self-Employed, February 2012–Present

Discover Card - Contract Senior Copywriter (2/23–08/24)

Achieved Record-High Engagement

- 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.

E29 Marketing - Contract Creative Director/Senior Copywriter (3/17–Present)

Secured Significant Business Growth

- Developed successful concepts for six national business pitches, resulting in additional seven-figure billings.

Carbon Express Crossbows - Contract Creative Director/Senior Copywriter (10/13–4/20)

Boosted Sales by 45% YoY

- Leveraged big data and predictive analytics to design a highly effective online shopper marketing campaign, driving a 45% increase in year-over-year sales.

Oh So Cheesy Cheese Spreads - Contract Creative Director, Senior Copywriter (8/18–Present)

Drove Exceptional Brand Growth

- Created and executed B2B marketing materials and a comprehensive consumer digital, social, and in-store campaign for a regional cheese spread.
- Achieved over a 300% increase in brand sales and expanded shelf space in 300+ regional stores.

CVS Pharmacy by Mail - Contract Senior Copywriter (2/13–2/17)

Attained Unprecedented Response Rates

- Crafted strategy and copy for a dynamic email campaign that set new records for open and click-through rates.
- Produced compliant marketing materials, including consumer emails, prescription inserts, and social posts.

DIGITAL DEPARTMENT HEAD/CREATIVE DIRECTOR, CHICAGO, IL

Upshot, January 2007–February 2012

Launched Agency Profit Center

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

Hired, Led and Mentored Digital Team

- Managed and guided a team of full-time and contract professionals including strategists, designers, writers, project managers, and developers.
- Executed 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.
- Enhanced agency capabilities through strategic collaborations.

CONTRACT CREATIVE DIRECTOR/COPYWRITER

Self-Employed, 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, and Wunderman.

EDUCATION

WESTERN MICHIGAN UNIVERSITY, KALAMAZOO, MI

BA – Communications major, Journalism minor

PORTFOLIO CENTER, CHICAGO, IL

Certificate of completion- Creative concepts, brand development

CODECADEMY

Certificate of completion- Prompt Engineering for Marketing Creatives

AWARDS

- 2024 National Graphic Design USA Awards: Best Campaign Email, and Best Event Website for Discover
- 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 Smart Crust Pizza