

Paul H. Marran
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PROFESSIONAL SUMMARY:

Award-winning Senior Copywriter and Marketing Strategist with 15+ years driving measurable results through strategic copywriting, SEO content, email marketing, and digital campaigns. Specialized in AI prompt engineering and fractional marketing strategy for early-stage AI companies, combining copywriting expertise with AI knowledge to optimize company messaging and end-user experiences. Expert at translating complex concepts into compelling narratives across CPG, healthcare, real estate, and technology verticals.

CORE SKILLS:

Writing & Content Creation

- Strategy
- Brand Messaging
- SEO Content Development
- Email Marketing
- Facebook/Google Ads

AI & Prompt Engineering

- ChatGPT
- Claude.ai
- Grok
- Prompt Engineering
- Marketing Automation

Productivity

- Microsoft Office Suite
- Google Workspace
- Notion
- Slack
- Grammarly

PROFESSIONAL EXPERIENCE:

Fractional AI Marketing Strategist, Big Fun Media, Mokena, IL. | Nov. 2024 – Current

Developed an end-to-end brand and marketing strategy for this early-stage AI start-up, including brand voice, strategic messaging, and key prompt optimization, ensuring effective company communication and high-quality end-user content creation. Led the development of comprehensive marketing assets throughout all growth stages.

Contract Senior Copywriter

Various Clients | February 2012 – Present

Flying Blue Imports, Milwaukee, WI.

Elevated Wine Education and Brand Storytelling. Wrote product descriptions for 100+ wine varietals across global regions and created specialized copy for holiday wine packs featured in Aldi, Costco, Kroger, and Target.

Career Bird, Chicago, IL.

Developed Brand Voice for New HR Platform. Created website copy, digital ads, and sales materials that clearly explained the platform's benefits. Used strategic messaging and AI tools to produce engaging content that drove conversions.

AMH (American Homes for Rent), Las Vegas, NV.

Drove Engagement Through SEO and Email Content. Wrote SEO-optimized website content for rental communities nationwide and created automated email sequences to guide prospects through the renter journey and boost conversions.

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Discover Card, Riverwoods, IL.

Achieved Record-High Engagement. Created member emails that set new benchmarks for open and click-through rates. Wrote regulated marketing materials, including consumer emails, print ads, video content, and internal communications.

E29 Marketing, Mill Valley, CA.

Created Significant Business Growth. Developed winning concepts for six national business pitches, generating seven-figure revenue increases.

CVS Pharmacy by Mail, Northbrook, IL.

Attained Unprecedented Response Rates. Created email campaigns that set new records for open and click-through rates. Produced compliant marketing materials, including consumer emails, prescription inserts, and social media posts.

Carbon Express Crossbows, Chicago, IL.

Boosted Sales by 45% YoY. Used data analytics to design an online shopper marketing campaign that drove a 45% year-over-year sales increase.

Creative Recruiter, BuzzCo, Elmhurst, IL. | 2017 - 2022

Top 5 Creative Recruiter, 3 Years Running. Collaborated with clients to create detailed job descriptions and sourced qualified talent for creative marketing roles.

Creative Director, Upshot, Chicago, IL. | 2007 - 2012

Launched Agency Profit Center. Created the digital department as a key profit center and achieved a 60% success rate in new business pitches across CPG, hospitality, and tech verticals.

EDUCATION:

Western Michigan University, Kalamazoo, MI.

BA – Communications major, Journalism minor

CodeCademy

Certificate of completion – AI Prompt Engineering for Marketing Creatives

Learn Prompting

Certificate of completion – ChatGPT for Everyone

RECENT AWARDS:

- 2024 MarCom Awards (Gold): Fresh Del Monte's Pink Glow Easter Campaign
- 2024 MarCom Awards (Platinum): Best National Campaign for Ollie Salumeria
- 2024 National Graphic Design USA Awards: Best Email Campaign, Best Event Website for Discover Card
- 2023 MarCom Awards (Platinum): Best Campaign on a Budget for Ollie Salumeria