

CULLEN ARLINGTON CURTISS

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EXPERIENCE

- 3/02 – now **Writer/Editor & Editorial Consultant** **Self-employed**
- 2/04 – 3/06 **Web Strategy Manager** **Nambé, Santa Fe, NM**
- Wrote all copy; creator/guardian of voice and tone for the company.
 - Managed nambe.com to improve conversion, look and feel, and exposure.
 - Formulated an enterprise-wide strategic business plan for nambe.com to reach company goals.
 - Employed programs to garner new customers and retain the current.
 - Created budgets based web statistics, business goals and requirements.
 - Designed and implemented online gift registry.
 - Developed and implemented advertising and search engine marketing campaigns.
- 7/99 – 2/02 **Senior Content Strategist** **Sapient, San Francisco, CA**
- Improved the Web presence and business operation of national brands (Janus, AAA, Nissan).
 - Evaluated clients' editorial and business needs against their staff's experience and ability.
 - Defined the sound of clients' editorial voice to ensure on-brand written communication.
 - Conceptualized and implemented approaches to creating and/or supporting brand identity.
 - Developed and taught writing and editing workshops for clients.
 - Managed business clients through the conception, writing, editing, and delivery of content over the course of year-long engagements.
 - Produced an original Style Guide for each client, tailored with unique rules and recommendations for tone, grammar, punctuation, and usage to support editorial consistency.
- 10/97 - 7/99 **Publicity Manager** **Stone Bridge Press, Berkeley, CA**
- Conceived of provocative media angles for a variety of new books.
 - Launched successful national media campaigns in radio, print, broadcast, and the Web (Hits included *San Francisco Chronicle*, *New York Times*, *Atlantic Monthly*, and *Publishers Weekly*).
 - Arranged national book tours and events for authors.
 - Wrote press releases and jacket/ad/catalog/marketing copy.
- 1/98 - 5/99 **Undergraduate Writing Instructor** **St. Mary's College, Moraga, CA**
- Taught classes in Composition, Argument & Research, and the Personal Essay.
- 8/92 - 6/95 **Editorial Assistant** **Harper Collins San Francisco, San Francisco, CA**
- Assisted Publisher with 3 seasons of book titles annually.
 - Established rapport with authors and agents.
 - Reviewed all copy (jacket/ad/catalog/marketing).
- 4/91 – 9/91 **Editorial Assistant** **Outside Magazine, Chicago, IL**
- Researched/fact-checked/wrote stories; assisted editors.

EDUCATION

- 1998 **MFA Creative Writing** **St. Mary's College**
- Founder/Editor-in-Chief, *in•tense*, a literary journal
- 1993 - 1995 **Continuing Editorial Education** **University of California, Berkeley**
- Developmental Editing ~ Copyediting and Copywriting ~ Grammar ~ Non-fiction and Fiction.
- 1989 **BA English** **University of Vermont**
- Editor, *Burlington Review* (1988-1989)

WRITING

- Currently writing the third draft of a literary novel, titled *The Garden of Eva*.
- Published in *San Francisco Chronicle*, *San Francisco Reporter*, *Outside Magazine*, the *Aspen Daily News*, the *Santa Fean*, *American Fitness*, and *Open Spaces* magazine.

OTHER

- Certificate in Permaculture Design from Ecoversity—Santa Fe, NM (August 2003)
- Taught environmental outdoor education to ages 9-16 (Winter/Spring 1990).
- Completed course and fieldwork at the National Outdoor Leadership School (Spring 1988).
- Passed the California Basic Educational Skills Test (CBEST).