

# CULLEN ARLINGTON CURTISS

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**Goal:** Use my content development and brand awareness skills to share an important story or clarify and deepen an organization's value proposition

## PROFESSIONAL EXPERIENCE

### **Co-Editor & Marketing, Local Flavor Magazine**

9/17 – 2/21

- Planned and shaped monthly editorial content for relevance, cohesion, and emotional response
- Assigned stories; identified and managed writers and photographers
- Top edited, copy edited, edited, and proofread stories
- Wrote feature stories, monthly columns, headlines, teasers, captions
- Directed page layout
- Managed, developed, and scheduled all digital content
- Conceived of, wrote, and delivered strategic communications, including messaging, vision, and value proposition documents, website and newsletter content, ads, and social media
- Articulated, grew, and built brand on diverse multi-platform presence with platform of origin as a driver
- Developed and executed strategic marketing and operations plans
- Created and enforced style and voice/tone guide
- Developed new products with the goal of growing readership and increasing ad sales
- Managed sales and distribution staff; managed and executed production process and ad layout
- Developed and led monthly strategic sales meetings
- Conceived of and led graphic design for marketing materials and ads
- Maintained and augmented WordPress website; conceived of and generated Constant Contact newsletters; directed graphic layout in Photoshop, InDesign, and Illustrator

### **Director of Admissions & Marketing, Rio Grande School**

8/12 – 7/17

- Shaped and increased positive awareness of value proposition through strategic partnerships, multi-platform marketing campaigns, and the messaging delivered through the admissions process
- Created and executed Marketing, Communications, and Recruitment section of the 2016-19 Strategic Plan
- Conceived of, wrote, and delivered strategic communications, including press releases, messaging and value proposition documents, articles, website and newsletter content, ads, and social media; developed new website; led all graphic design efforts; guarded voice and tone
- Generated operating budget revenue through admission funnel conversion and fundraising initiatives
- Responsible for Marketing (and Development) budgets
- Advised on the Tuition Assistance Awards Committee; Reported monthly to the Board and managed monthly Marketing Committee meetings
- Crafted and led all outreach events
- Developed and managed relationships with all prospective and current families, and all partners; shaped tours for all prospective families and visitors

### **Development Director, Santa Fe Girls' School**

2/10 – 8/12

- Re-envisioned brand; conceptualized, managed implementation of, developed content for, and launched new website, guarded voice and tone
- Conceived of and implemented strategic marketing and public relations campaigns to promote awareness of the importance of an all-girls' middle school education
- Researched and wrote grant proposals and was awarded grant dollars to ensure continuity of river restoration programming, to install a \$15K photovoltaic array for solar education programming and to power 50% of the school's energy use, to launch a capstone traditional woodworking program
- Raised all operational and programmatic funds beyond tuition (18%) through grant awards, and fundraising events and initiatives
- Developed and led all fundraising activities, events, and initiatives

- Content Development/PR, Upsite Technologies** 2/07 – 2/10
- Developed and executed strategic marketing and public relations campaigns; positioning company as an environmental leader in data center cooling
  - Conceptualized and led graphic design for new ad campaigns; creator and guardian of voice and tone
  - Created new white paper and marketing content; edited and repositioned existing white paper content
- Marketing Writer, Interamark** 3/06 – 2/07
- Wrote white papers, product releases, presentations for Cisco Systems
- Web Strategy Manager, Nambé** 2/04 – 3/06
- Wrote all copy; creator and guardian of voice and tone
  - Managed website to improve conversion, look and feel, and exposure
  - Formulated an enterprise-wide strategic business plan for nambe.com
  - Employed programs to garner new and retain current customers
  - Designed and implemented online gift registry
  - Developed and implemented sponsorship, advertising, and search engine marketing campaigns
- Writer/Editor & Editorial Consultant, Self-employed** 3/02 – 2/04
- Wrote and edited content for *Mothering Magazine*, Verizon Wireless, Wire-to-Wire Communications, Digital Landing, iMeasure Fitness
- Senior Content Strategist, Sapient** (San Francisco, CA) 7/99 – 2/02
- Improved the online presence and business operation of national brands (Janus, AAA, Nissan)
  - Defined the clients' editorial voice to ensure on-brand written communication
  - Conceptualized and implemented approaches for creating and/or supporting brand identity
  - Developed and taught writing and editing workshops for clients
  - Managed clients through content conception, writing, and delivery over year-long engagements
  - Produced an original style guide for each client to support editorial consistency
- Publicity Manager, Stone Bridge Press** (Berkeley, CA) 10/97 – 7/99
- Conceived of provocative media angles for a variety of new books
  - Launched successful national media campaigns in radio, print, broadcast, and online (hits included *San Francisco Chronicle*, *New York Times*, *Atlantic Monthly*, *Publishers Weekly*)
  - Arranged national book tours and events for authors
  - Wrote press releases and jacket, ad, catalog, and marketing copy
- Undergraduate Writing Instructor, St. Mary's College** (Moraga, CA) 1/98 – 5/99
- Editorial Assistant, Harper Collins San Francisco** (San Francisco, CA) 8/92 – 6/95
- Editorial Intern, Outside Magazine** (Chicago, IL) 4/91 – 9/91

#### EDUCATION

- MFA Creative Writing, St. Mary's College** 1996 – 1998
- Founder/Editor-in-Chief, *in•tense*, a literary journal
- Continuing Editorial Education, University of California, Berkeley** 1993 – 1995
- BA English, University of Vermont** 1985 – 1989
- Editor, *Burlington Review* (1988 – 1989)

#### WRITING

- Writing the third draft of a literary novel, titled *The Garden of Eva*

- Stories published in *San Francisco Chronicle*, *Outside Magazine*, the *Santa Fean*, *Open Spaces* magazine, the *Santa Fe Reporter*, *American Fitness*, *Tumbleweeds Magazine*, *Mothering* magazine, *El Palacio*, *Local Flavor Magazine*
- Original song titled "Follow You" nominated in the Children's category by the New Mexico Music Awards

#### OTHER

- Parent volunteer at Carlos Gilbert Elementary, 2011 – 18; and Santa Fe Prep, 2018 – 19
- Certificate in Permaculture Design from Ecovercity – Santa Fe, NM (August 2003)
- Taught environmental outdoor education to ages 9 – 16 (12/89 – 3/90)
- Completed course and fieldwork at the National Outdoor Leadership School (Spring 1988)
- Passed the California Basic Educational Skills Test (CBEST)