

CULLEN ARLINGTON CURTISS

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

PROFESSIONAL EXPERIENCE

Writer & Editor, self-employed

7/17-

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; led all graphic design efforts; guarded voice and tone
- Generated operating budget revenue through admission funnel conversion and fundraising initiatives
- Responsible for Marketing budgets
- Advised on the Tuition Assistance Awards Committee; reported monthly to the Board of Trustees 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 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 yearlong engagements
- Produced an original style guide for each client to support editorial consistency

Publicity Manager, Stone Bridge Press 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 1/98–5/99

Editorial Assistant, Harper Collins San Francisco 8/92–6/95

Editorial Intern, Outside Magazine 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*, and *Mothering* 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–present
- Certificate in Permaculture Design from Ecovercity, Santa Fe, NM (August 2003)
- Taught environmental outdoor education, 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)