

CULLEN ARLINGTON CURTISS

142 RIO SECO ~ SANTA FE, NM 87501 ~ 510 847 0570 ~ CULLENCURTISS@MSN.COM
visit cullencurtiss.com for writing and related work samples

EXPERIENCE

- 2/10 – now **Development Director** **Santa Fe Girls' School, Santa Fe, NM**
- Raise all operational and programmatic funds beyond tuition (18%)
 - Write grant proposals
 - Re-envision overall brand presence, establish new website, guard voice and tone
 - Conceive of and implement strategic marketing and public relations campaigns
- 2/07 – 2/10 **Content Development/PR** **Upsite Technologies, Santa Fe, NM**
- Developed and executed strategic marketing and public relations campaigns
 - Established new brand presence; creator/guardian of voice and tone for the company
 - Conceived of and created new white paper and marketing content
- 3/06 – 2/07 **Marketing Writer** **Interamark**
- Wrote technical white papers, product releases, and presentations for Cisco Systems
- 2/04 – 3/06 **Web Strategy Manager** **Nambé, Santa Fe, NM**
- Wrote all copy; creator/guardian of voice and tone for the company
 - Managed website to improve conversion, look and feel, and exposure
 - Formulated an enterprise-wide strategic business plan for nambecom to reach company goals
 - Employed programs to garner new and retain current customers
 - Designed/implemented online gift registry
 - Developed/implemented sponsorship, advertising, and search engine marketing campaigns
- 3/02 – 2/04 **Writer/Editor & Editorial Consultant** **Self-employed**
- 7/99 – 2/02 **Senior Content Strategist** **Sapient, San Francisco, CA**
- Improved the Web 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 to 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
- 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*, *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**
- 8/92 - 6/95 **Editorial Assistant** **Harper Collins San Francisco, San Francisco, CA**
4/91 – 9/91 **Editorial Assistant** **Outside Magazine, Chicago, IL**

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**
- 1989 **BA English** **University of Vermont**
- 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*, and *Mothering* magazine

OTHER

- Certificate in Permaculture Design from Ecoversity – 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)