

CLINT BROWNLEE

LINKEDIN.COM/IN/CLINTBROWNLEE / COPYBYCLINT.COM
CLINT@COPYBYCLINT.COM / 206-683-6874 / VASHON, WA

SENIOR WRITER: COPY, CONTENT & ALL WORDS BETWEEN

Career composer of product names, zippy headlines, marketing websites, long-form articles, you name it. Excels in both in-house and agency models as a solo wordsmith, creative collaborator and mentor to junior writers. Imbues writing with contextually appropriate authenticity that elicits response, be it clicks or feels. Does his own editing and proofreading stunts. Big on circumstance; eschews pomp.

EXPERTISE

- Storytelling
- Brand voice
- Marketing copy
- Pharmaceutical materials
- Product naming
- Scriptwriting
- Legal/Compliant language
- Corporate communications
- Interviewing subjects

EXPERIENCE

REVERBA / DIRECTOR, STORY / MARCH 2019 – PRESENT

- Interview patients and transform their experiences into compelling narratives
- Compose and edit patient engagement program materials for client companies including AstraZeneca, Pfizer, Novartis, and Bristol Myers Squibb
- Write marketing collateral, C-suite LinkedIn posts, and clinical study recruitment materials

RESTAURANTS UNLIMITED / MARKETING COPYWRITER / JUNE 2018 – MARCH 2019

- Defined, implemented, and managed 19 unique restaurant brand voices
- Wrote all digital and print marketing copy for over 40 hospitality locations

HACKERAGENCY / ACD/COPYWRITER / MARCH – DECEMBER 2017

- Led creative team developing B2C email/direct mail for AT&T and Cricket clients
- Collaborated with creative leadership on high-profile online and OOH projects

CAPITAL ONE INVESTING / SENIOR COPYWRITER / APRIL 2012 – MARCH 2017

- Penned company's most successful marketing campaign (\$3.5M in customer deposits)
- Drove brand voice evolution and coached teams through employing changes across platforms

AT&T / MARKETING COPYWRITER / DECEMBER 2009 – APRIL 2012

- Created and edited all marketing copy for AT&T's Premier B2B audience

VARIOUS CLIENTS / FREELANCE WRITER/JOURNALIST / 2007 – PRESENT

- Authored a book on Pearl Jam's Vs. album for Bloomsbury Publishing
- Write articles for *Seattle Weekly*, *Vashon-Maury Island Beachcomber*, and other outlets

TOOLBOX

- Mac/PC
- Microsoft Office, Teams & Dynamics
- Google Docs
- Adobe Acrobat
- Materials Submission Platforms (Aprimo DAM, Veeva Vault)

EDUCATION

COPYWRITING FOR DESIGN & THE WEB / SCHOOL OF VISUAL CONCEPTS
BACHELOR OF ARTS, ENGLISH / NORTHERN ARIZONA UNIVERSITY