

Derek Gillette

derek@plain.run

206.841.5209

[portfolio](#) | [linkedin](#)

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Re: Your Open Position

SUMMARY

Senior copywriter, previously strategist and marketer, with a diverse portfolio supporting large companies (Delta Airlines, YouTube, Facebook, Cisco), well-funded startups (Flexport), and publicly traded darlings (The Trade Desk), seeks a team of good people, who value their craft, doing meaningful work that makes a real difference in the world.

NOTABLE BRAND EXPERIENCE

Flexport, Facebook, YouTube, Google, Delta Airlines, Cisco, Pepsi, Carnival Cruise, The Trade Desk, Placemakr, Alteryx, EcoR1, Mayple Global, Unit21, Seattle Sounders FC, La Marzocco, Modbar, Box, City of Covington, and Pushpay.

WORK HISTORY

For more detail, see [breakdowns](#) or a list of [dates and accomplishments](#).

Agency - Freelance Writer, Strategist, 2016-current

- **Toaster** | Clients: Flexport, YouTube, Google, EcoR1
- **MKG** | Clients: Delta, Facebook
- **ACC** | Clients: Carnival Cruise, Pepsi, NFL Rookie of the Year
- **The Article Group** | Clients: Box
- **States of Matter** | Clients: La Marzocco, Modbar, King FM, Churchome

Direct to Client - Freelance Writer, Strategist, Marketer, 2012-current

- [The Trade Desk](#), [Mayple Global](#), [HomeDirection](#), [WhyHotel/Placemakr](#), [Cisco](#), [La Marzocco](#), [Modbar](#), [RentPath](#), [Seattle Sounders FC](#), [City of Covington](#)

W2 Employment - 2007-2020

- **Leadr | VP of Marketing**. Led marketing from 0 to 100 customers.
- **States of Matter | Strategist, Copywriter**. Co-created the Net Brand Effect.
- **Pushpay | Communications Manager**. Third marketing hire. 2,400% increase in monthly revenue & 677% increase in customers during my tenure.
- **Fedelta Care Solutions | Marketing Manager**. Installed and administered Hubspot, Salesforce. Qualified leads up 200%, lead conversion ratio rose 50%.
- **CRISTA Ministries | Operations Manager**. Managed five departments, a million dollar budget, and 17 employees.

JOB TITLES

Senior Copywriter, ACD of Copy, Director of Copy, Brand Strategist, Multi-Channel Content Strategist, Communications Manager, UX Writer, SEO Strategist, VP of Marketing, Marketing Manager, Operations Manager

INDUSTRIES

Technology, B2B, Finance, Airlines, Fortune 500, Professional Sports, Supply Chain, FinTech, Risk & Compliance, Startups, SaaS, Payments, City Government, Education, Healthcare, Programmatic Advertising, MarTech, Social Media, Big Tech, Coffee, Hospitality, Retail, HR Tech, Consumer Goods, BioTech, Travel, Non-Profits

SKILLS

Writing

- Copywriting, landing pages, voice and tone, messaging guides, UX, long-form, ad copy, emails, websites, social media, manifestos, pitch decks, in-app, print, product, packaging, human-centered, press releases, blog, newsletter, scripts

Strategy

- Client presentation, interviewing, qualitative research, competitive audits, wireframing, content design, verbal design, information architecture, brand, content, personas, user flows, editorial, customer onboarding, positioning, briefs

Marketing

- Digital, content, ABM, SEM, paid media, public speaking, public relations, PR, partnerships, sales enablement, creative, product, analytics, SEO, launches, campaigns, software, automation, attribution, multi-channel

EDUCATION

BA - Business, Economics, Leadership, Eastern Washington University

AA - Green River Community College

AWARDS & RECOGNITION

Awards

- 5x Muse Gold & Silver Award Winner, Website - Corporation, B2B, Biotechnology, Integrated Marketing - Rebranding
- Facebook business case study award, signed copy by Sheryl Sandberg

Books & Placements

- Quoted in, "Wireframing for Everyone," published by A Book Apart
- Secured NY Times placement, front page of business section
- Secured Seattle Times front page placement

Speaking

- Marketo's Marketing Nation Conference Speaker
- Domo Partner Breakfast
- Northwest Credit Union Association Marketer's Conference