

Paul H. Marran

Stevens Point, WI | 847.571.0530 | conceptking@mac.com | hirepaulmarran.com

PROFESSIONAL SUMMARY

Award-winning integrated marketer with 15+ years shaping brands across CPG, healthcare, real estate, and technology. My clients range from household names people use every day to fast-growing startups and early-stage ventures. I move fluidly between strategy and hands-on execution, building buyer personas and go-to-market plans, then developing the concepts, campaigns, and content that bring them to life across digital and traditional channels. From launch to performance reporting, I leverage analytics to sharpen what's working and prove what isn't. Known for translating ideas into messaging that connects, and for keeping projects polished and on-brand.

CORE SKILLS

- Brand & Marketing Strategy
- Campaign Development & Creative Direction
- Content Strategy & Messaging, Digital and Traditional
- Buyer Persona Development & Audience Insights
- Go-to-Market Planning & Product Launch
- Performance Analysis & Optimization
- Sales Enablement & Deck Development
- Paid Media Strategy, Digital and Print
- AI-Enhanced Creative & Content Workflows (Certified: AI Prompt Engineering)

PROFESSIONAL EXPERIENCE

Fractional AI Marketing Manager — November 2024 – Present

Big Fun Media — Mokena, IL

- Owned end-to-end go-to-market strategy for an early-stage AI start-up, developing buyer personas, brand voice, and messaging frameworks from the ground up, then translating them into content and campaigns that drove user acquisition and engagement.
- Operated as a hands-on individual contributor within a small team, balancing strategic direction with execution across every growth stage, from concept development to campaign performance tracking.

Contract Marketing Consultant — February 2012 – Present, including these companies:

Flying Blue Imports — Milwaukee, WI

- Elevated wine education and brand storytelling, developing retailer-specific personas and messaging for 100+ wine varietals across global regions, including specialized holiday wine pack campaigns featured in Aldi, Costco, Kroger, and Target.

Foster Farms — Livingston, CA

- Built buyer personas, messaging strategy, and creative direction for frozen poultry product lines, shaping positioning across retail and digital campaigns.

Career Bird — Chicago, IL

- Developed brand messaging and content for a new HR platform, translating complex product benefits into website copy and digital ads that drove conversions for this growing B2B company.

AMH (American Homes for Rent) — Las Vegas, NV

- Directed SEO-optimized content strategy for rental communities nationwide, and built automated email sequences that guided prospects through the renter journey and boosted conversions.

Discover Card — Riverwoods, IL

- Developed member email campaigns that set new benchmarks for open and click-through rates, alongside regulated marketing materials spanning print ads, video scripts, and internal communications.

E29 Marketing — Mill Valley, CA

- Developed winning concepts for six national business pitches, generating seven-figure revenue increases for the agency.

CVS Pharmacy by Mail — Northbrook, IL

- Built buyer personas to guide compliant marketing materials, including consumer emails, prescription inserts, and social media posts, that set new records for open and click-through rates.

Carbon Express Crossbows — Chicago, IL

- Built buyer personas and positioning strategy for an online shopper marketing campaign, then leveraged analytics to measure and optimize performance, driving a 45% year-over-year sales increase.

Creative Director, 2007 – 2012

Upshot — Chicago, IL

- Launched and scaled the agency's digital department as a key profit center, overseeing content and campaigns across a portfolio of client brands.
- Achieved a 60% success rate in new business pitches across CPG, hospitality, and technology verticals.

EDUCATION

Western Michigan University — Kalamazoo, MI

BA, Communications (Journalism Minor)

Codecademy — Certificate of Completion, AI Prompt Engineering for Marketing Creatives

Learn Prompting — Certificate of Completion, ChatGPT for Everyone

RECENT AWARDS

- 2024 MarCom Awards (Gold) — Fresh Del Monte Pink Glow Pineapple, Easter Campaign
- 2024 MarCom Awards (Platinum) — Best National Campaign for Ollie Salumeria
- 2024 National Graphic Design USA Awards — Best Email Campaign and Best Event Website for Discover Card
- 2023 MarCom Awards (Platinum) — Best Campaign on a Budget for Ollie Salumeria