

PAUL MARRAN

SENIOR MARKETING STRATEGIST | CREATIVE DIRECTOR | BRAND & CONTENT LEADER

Stevens Point, Wisconsin | 847.571.0530 | conceptking@mac.com | hirepaulmarran.com | [LinkedIn](#)

SUMMARY

Senior marketing strategist and creative with extensive experience across CPG, healthcare, real estate, financial services, hospitality, and technology. Expertise spans marketing and brand strategy, creative direction, concept development, copywriting, content, integrated campaigns, shopper marketing, and AI-enabled marketing. Agency and brand-side experience with global companies, startups, and emerging brands, with a track record of measurable growth, new-business wins, and award-winning work.

PROFESSIONAL EXPERIENCE

Marketing Strategist and Copywriter, Independent | 2012-Present

Provide marketing strategy, brand positioning, concept development, copywriting, and creative direction for agencies, established brands, and emerging companies across the U.S.

- **E29 Marketing:** Provided strategy, concepts, copywriting, and creative direction for six national new-business pitches, helping generate seven-figure billings.
- **Discover Card:** Wrote regulated member emails recognized internally for record-high open and click-through rates, plus print, video, and internal communications.
- **Carbon Express Crossbows:** Developed a data-driven, geo-targeted shopper marketing campaign that helped drive a 45% year-over-year sales increase.
- **Bandit Wines:** Used social listening and consumer insights to identify an unexpected core audience, leading to a fundamental shift in brand targeting and marketing strategy.

Creative Director, Upshot | 2006-2012

Led a six-person creative team developing and executing traditional and digital campaigns for clients including Disney Cruise Lines, Constellation Brands, P&G, and Mondelez. Helped launch the agency's digital capabilities and contributed to a 60% new-business pitch success rate.

SELECTED BRAND EXPERIENCE

Boeing | CVS | Kraft | McDonald's | PepsiCo | Sony | MillerCoors | Hilton | Radisson | Gogo

ENTREPRENEURSHIP

Oh So Cheesy, Co-Owner | 8 years

Built and operated a bootstrapped CPG company from concept through production, brand development, distribution, and retail placement. Recognition in the Making It in Michigan competition helped secure placement in 250+ Meijer stores.

CORE SKILLS & COMPETENCIES

- Marketing Strategy
- Brand Strategy & Positioning
- Digital Marketing
- Creative Direction
- Shopper Marketing
- Concept Development
- Buyer Persona Development
- Campaign Strategy & Development
- New Business & Pitch Development
- AI-Enabled Marketing
- Copywriting & Messaging
- Prompt Engineering

AWARDS & RECOGNITION

2024 MarCom Awards - Gold | Fresh Del Monte, Pink Glow Easter Campaign

2024 MarCom Awards - Platinum | Ollie Salumeria, Best National Campaign

2024 Graphic Design USA Awards | Discover Card - Best Email Campaign & Best Event Website

2023 MarCom Awards - Platinum | Ollie Salumeria, Best Campaign on a Budget

EDUCATION & CERTIFICATIONS

B.A. in Communications, minor in Journalism, Western Michigan University | Certificate in AI Prompt Engineering for Advertising Creatives, Codecademy