

# MARK HUNTSMAN

BRANDS | COPY | SCRIPTS | CONTENT

huntsmanic@gmail.com | 206.992.0283 | markhuntzman.com

## PROFILE

I turn complex or just plain new ideas into copy that makes people want to keep reading. That's my thing. Whether the project at hand involves branding work, a multi-touch campaign, a script or a whitepaper, I write it on time and write it well.

Back in the day, I earned my MFA while working FT on an in-house creative team. Meeting copy deadlines by day and story deadlines by night was a two-year lesson in persistence—I pretty much lived with an IV bag of coffee attached to me—and I learned a ton about the skills that have come to define my work: how to write about anything in a natural voice, how to get and hold your attention, and how to bring new things to life in ways that drive action.

I live in Seattle. Below, my condensed work history details my skills.

## CONTENT

**Create content that creates fans.** I write content that builds a narrative, anticipates questions, and helps you connect the dots.

Autel Robotics | 2018 | Edited UX manuals & content for EVO, Autel's new compact drone.

BlueForge Labs | 2017-18 | Wrote & edited targeted whitepapers & org docs for this ocean restoration technologies think tank.

Harman International | 2017 | Coauthored whitepapers & related social media materials.

Philanthropy Works | 2012-14 | Wrote about the complex world of major giving in an expert but affable tone. Developed emails & social media presence. Edited training courses.

## CAMPAIGNS

**Find the angle and take it.** I create headlines that make readers smell opportunity, and copy that distills how the product will benefit them.

Oregon Tech | 2018 | Branding work & copy for their Ignite the Future development campaign.

Microsoft Brand Studio | 2016 | Wrote ads & content for Surface, Xbox, HoloLens, IoT, et al. Brought concepts to life for stakeholders.

Hacker | Medicare Marketing | 2015 | Created multi-touch direct mail & email campaigns. Video scripts, banners, blogs. Clients: Highmark BCBS, Baylor Scott & White, HCSC, OptumRx.

Education Dynamics | 2006-11 | Crafted digital campaigns & social media content. Edited blogs.

## AGENCY EXPERIENCE

Microsoft Brand Studio | Harman | Hacker Agency | Strategic Edge Partners | Horton, Lantz & Lowe

## EDUCATION

MFA, Creative Writing, Fiction | Seattle Pacific University (2008)

BA, English, Writing Emphasis | Westmont College (1997)

## PORTFOLIO

Available at [markhuntzman.com](http://markhuntzman.com).

