

MARK HUNTSMAN

CONCEPTS | COPY | CONTENT | STRATEGY

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PROFILE

As a writer and content strategist, I steer projects from concept to deliverable. The content of said projects has run the gamut—tech, medicine, philanthropy, education, engineering—but my persistent focus has been on opportunities to write about complex ideas in a natural voice. That’s my thing.

My creative and academic work often homes in on the intersection of art and science, as in my MFA critical thesis, *The Queen Died of Grief: Theory of Mind and the Science of Story*. Recently, my writing and content strategy work for Aquavetic Labs has been a welcome opportunity, especially given the escalating urgency of the climate challenges we face. Below, please find my condensed work history.

CONTENT

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

Revel Consulting | 2019-Present | Senior Associate, Strategy & Design (contract) | Help create c-level exec-facing analyses that make digital strategy recs for enterprise clients.

Aquavetic Labs | 2017-Present | Content strategy, naming, branding | Create content—website, whitepapers, manifesto, pitch decks, investor packs, et al.—for this ocean restoration technologies think tank, newly transitioned to incubator & targeting 2 spinouts.

Philanthropy Works | 2012-14 | Wrote about the complex world of major giving in an expert, affable tone. Content. Emails. Training courses.

EXPERIENCE

I transitioned to a writer + strategist role when I joined Aquavetic Labs in 2017. Agency experience: Revel | Indigo Slate | MS WDG Brand Studio | Hacker Agency | Strategic Edge | Horton, Lantz & Lowe
Proficiencies: Office, InDesign, WordPress, Squarespace, Drupal, Basecamp, Google Analytics, et al.

EDUCATION

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

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

PORTFOLIO

markhuntzman.com

CAMPAIGNS

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

Indigo Slate | 2018-19 | Pitched and wrote copy & content for B2B tech campaigns. Took lead role in developing concepts, presenting and versioning. Clients: Microsoft Education, AWS, Windows Server, Azure, Nintex, Promethean.

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

Hacker | Medicare Marketing | 2015 | Created multi-touch direct mail and digital campaigns.

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

