

Aaron Autrand

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Skills

- Basic Adobe Creative Suite
- Microsoft Office / Excel / Powerpoint
- Wordpress, Sitecore
- SEO & Social Media Marketing
- Markdown, SQL, HTML & CSS
- PC, Mac and Linux Fluency

Relevant Experience

Content Marketing Manager, Hornblower Cruises & Events, Contracted by Aquent **2016–2017**

- Launched 2016 / 2017 Wedding Marketing Campaign with 8% increase in RFP conversions
- Directed photography campaign for cross-company marketing collateral
- Crafted email content for local and national email marketing campaigns

Content Creator, Netlify: Static Website Hosting **2015–2016**

- Produced technical walk-throughs, customer-facing documentation, blogs and knowledge-base articles
- Created editorial content for press releases, newsletters, wireframes and prototypes
- Created, promoted and managed company-sponsored meetups
- Oversaw social media across multiple channels

Content Manager, First Republic Bank, Contracted by Aquent **2015–2016**

- Managed and migrated content for website changeover
- Proofread and copy-edited internal copy and customer-facing marketing content

Proofreader, Restoration Hardware, Contracted by Aquent **2015**

- Proofread and copy-edited catalogs with national circulation

English Teacher, Advance English Academy **2013–2015**

- Provided instruction and facilitated conversation for 15-20 high-fluency adult students

Language Academy Director, Langourama, Paris, France **2010–2012**

- Recruited and managed five teachers and two-person marketing team
- Developed personalized English language curriculum for students of differing needs and levels of fluency

Senior Content Manager, InTheData: Social Consumer Data Aggregation **2009**

- Created wireframes and content flow for mobile and web applications
- Developed features to streamline creation of user-facing content, including modularized databases and user experience modifications
- Managed a team of five to update existing content for new data gathering system I created

Account Manager, Roadtrip Nation: PBS Documentary Series **2006–2008**

- Managed partnerships: State Farm, HP, Adobe, KAO Brands, Australia and New Zealand Tourism Boards
- Project managed the design, creation and delivery of promotional materials for 32 events
- Secured \$1 million in sponsorship renewals from annual sponsors

Co-Founder / Editor-in-Chief, Ground Control Magazine: Music Magazine (Web) **2005–2010**

- Managed 10-12 daily content releases to maintain flow and optimize content availability via custom CMS
- Recruited team of 30 freelance writers, photographers and videographers
- Maintained relationships with 50+ labels and 200+ publicists to cover artists, albums and live shows

Associate Editor, Anthem Magazine: Bimonthly Print Lifestyle & Culture **2004–2006**

- Managed writers and photographers and content across multiple print deadlines
- Strategic planning for events, web marketing and editorial / issue concepts

Education

Bachelor of Arts, Creative Writing: California State University Long Beach