

Aaron Autrand San Francisco, CA | 562.726.2456 | highfive@aaronautrand.com | www.aaronautrand.com

Summary

Experienced Senior Copywriter with a proven track record in developing and executing successful marketing campaigns. Skilled in script and static advertisement writing, SEO, PPC, social media marketing, and various content management systems. Adept at creating compelling content for diverse platforms and managing projects from conception to completion.

Skills

- Digital Marketing: OpenAi, Gemini, Google Suite, Figma, Sketch
- Content Management: Google Sites, WordPress, Sitecore, SharePoint
- Languages: Markdown

Copywriting and Marketing Experience

Monks / Media.Monks / Firewood Marketing

- Senior Copywriter (2021 - 2025) Clients: Google Shopping, Grow with Google, Google Ads, Google Partners, Google Domains, Google Analytics, Google TV, Google Play, Gatorade, Sanofi
 - Led copy creation for Google Shopping in 2023-2025. Team met Google's yearly KPI goals in only 6 months – including a 314% year-over-year increase in ad impressions in 2024.
 - Wrote display ads for multiple Google clients for Facebook, Instagram, Pinterest, Snap, and the Google display network.
 - Concepted, wrote, and directed voiceover recording sessions for video ads for multiple Google clients, including Google Opinion Rewards, Google Ads for small business, Google Analytics, and more.
 - Wrote copy for and built two internally-facing training sites for Google Ad sales: one used by new employees and managers, and one for instructors.
 - Wrote monthly newsletter and ad hoc email content for Grow with Google - including a 125% CTR increase with a 10.5 CTO rate and 34% open rate for the AI Essentials program.
 - Developed and improved multiple copy templates to streamline creative efficiency and client feedback.

Armanino LLP

- Marketing Project Manager (2019 - 2020)
 - Created and project managed a LIFE-inspired board game for use as direct mail collateral to showcase service offerings for tech company clients and prospects.
 - Developed marketing strategies for Real Estate, Technology, and Blockchain verticals.

- Built and maintained SharePoint instance for the firm's National Tax Office.
- Project managed the creation of sales and marketing materials, email campaigns, newsletters, and digital and in-person events.
- Senior Copywriter (2017 - 2019)
 - Wrote copy for direct mail, blogs, articles, case studies, white papers, social media, and PPC campaigns.

Netlify

- Content Manager / Copywriter (2015 - 2016)
 - Wrote technical walkthroughs, documentation, press releases, newsletters, and social media content.
 - Organized, promoted, and managed company-sponsored meetups.

Freelance Copywriting & Marketing (2009 - Present)

- Clients include: Hornblower Cruises, First Republic Bank, Restoration Hardware, Visioaxess, Arrowmac, Fabernovel, The Presidio Trust
 - Created a holistic, year-long content campaign (articles, interviews, email, social, PPC) for Hornblower's wedding and event offerings, resulting in an 8% increase in conversions.
 - Directed photography campaigns for marketing collateral.
 - Updated content based on SEO audits for increased search visibility.
 - Proofread and copy-edited internal and customer-facing marketing content.

Additional Experience

Language Instructor - Advance English Academy (SF), Langourama (Paris) (2010 - 2015)
 Co-Founder, Editor-in-Chief - Ground Control Magazine (2005 - 2010) Account Manager - Roadtrip Nation (2006 - 2008) Associate Editor - Anthem Magazine (2004 - 2006)