

# Aaron Autrand

San Francisco, CA | 562.726.2456

[highfive@aaronautrand.com](mailto:highfive@aaronautrand.com)

## Skills

- SEO, PPC, Social Media Marketing
- Marketo, Salesforce, Pardot
- Wordpress, Sitecore, Headless CMS
- Markdown, SQL, HTML & CSS

## Experience

### Armanino LLP

Senior Marketing Associate

Mar 2019–April 2020

Senior Copywriter

Sep 2017–Mar 2019

- Guided projects by managing deadlines, assets, and multiple stakeholders—including SMEs and third-party experts—to develop sales and marketing materials, email campaigns, newsletters, and both digital and in-person events
- Spearheaded creative on direct mail, blogs, articles, case studies and white papers, and created content for social media and PPC campaigns
- Developed and executed marketing strategies to grow the business in the Real Estate, Technology, Risk Assurance, and Blockchain verticals

### Freelance Copywriting & Marketing

2009–Present

Clients include: Hornblower Cruises, First Republic Bank, Restoration Hardware, Visioaxess, Arrowmac, Fabernovel

- Writing, building and managing content for local and national marketing campaigns across multiple platforms including email, website and catalog
- Directing photography campaigns for marketing collateral
- Proofreading and copy-editing both internal- and customer-facing marketing content
- Leading results-driven campaigns: Launched Hornblower's 2016-2017 Wedding marketing campaign with 8% increase in conversion

### Netlify

Content Manager

2015–2016

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

### Language Instructor

2010–2015

Advance English Academy (San Francisco), Langourama (Paris)

- Recruited and managed five teachers and two-person marketing team
- Developed English language curriculum for students of differing needs and levels of fluency
- Provided instruction and facilitated conversation for 15-20 high-fluency adult students

### Ground Control Magazine

Co-Founder, Editor-in-Chief

2005–2010

- Managed 10-12 daily content releases to maintain flow and optimize content availability via 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

### Roadtrip Nation

Account Manager

2006–2008

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

### Anthem Magazine

Associate Editor

2004–2006

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

## Education

Creative Writing: California State University Long Beach