

DUVAL CULPEPPER

Content Marketer

PERSONAL PROFILE

I am a storyteller and copywriter with an entrepreneurial and start-up focused approach to achieving organizational goals. (I also tell jokes at comedy clubs.)

AREAS OF EMPHASIS

- Planning and strategy
- Creative Ideation
- Journalism/narrative focused writing style.
- Excellent presentation skills (wth graphic designers help.)

LET'S GET IN TOUCH!

Phone:
845-559-8413
Email:
duval.culpepper@gmail.com
LinkedIn:
@evertheoutsider
Website:
culpeppercontent.com

ROLES AND POSITIONS

Tom Brady's TB12 Sports Therapy Center

CONSULTING COPYWRITER & CONTENT
STRATEGIST | SEPT 2017 - OCT 2018

- Collaborated with executive team to develop brand voice & buyer personas.
- Planned editorial calendar for TB12 Mobile App and website content.
- Wrote weekly content and managed team of freelancers.
- Launched and produced "Peak Performer" video series.
- Brokered content partnerships with 3rd-party entities including the National Women's Hockey League and Red Bull Media House.

Freelance Writing Outlets

2010 - PRESENT

- New York Magazine
- Monster.com
- Inside Hook
- MapQuest
- Paste Magazine
- The Coffee Shoppe

ACADEMIC MILESTONES

Emerson College

BACHELOR OF SCIENCE |
MARKETING COMMUNICATIONS

- Launched Vaccinated Media and Nysus Moves Music Management while enrolled.

Pace University

BACHELOR OF BUSINESS
ADMINISTRATION

- Class by day, owned and ran a coffee shop...also by day (and night.)

VIEW MY WORK:

- Journalism & Content: www.culpeppercontent.com
- Standup/On-Camera: www.duvalculpepper.com