

# TODD BAGNULL

COPY DIRECTOR & WRITER

267-408-3313 | toddbagnull@gmail.com | SLC, UT, USA | Portfolio: toddbagnull.com

---

## SUMMARY

I'm an artfully direct storyteller with a passion for closing the space between brands and their customers. For the past ten years, I've helped mold and refine the Qualtrics brand, from start-up to category leader, through the planning and execution of hundreds of omnichannel campaigns. I've also worked in retail and finance.

## SKILLS

Multimedia Copywriting & Editing | Content Strategy | Marketing Program Management & Leadership

## EXPERIENCE

**Copy Director & Writer** | Qualtrics 2024–present

- Lead copy concepting and execution for the Qualtrics brand on all tier one (high-priority) brand campaigns across 5 key customer profiles
- Champion brand writing standards: establish and govern voice, tone, and style guidelines
- Collaborate with technical program managers to develop and evangelize a sustainable framework for utilizing AI in campaign creation

**Interim Head of Content** | Qualtrics 2024–2025

- Led Qualtrics' content team including six direct reports
- Directed content strategy for all customer-facing campaigns and events
- Managed in-house and freelance contributors
- Co-wrote Qualtrics' company mission & vision statement with the executive team
- Led an editorial revamp of Qualtrics' most prominent web properties including Qualtrics.com home page (20% increase in session conversion rate)

**Senior Copywriter & Editor** | Qualtrics 2015–2024

- Wrote the first executive pitch book for the Experience Management category featuring foundational market messaging and over 20 customer stories (2017)
- Scripted dozens of video case studies with brands like Chobani, Under Armour, & Hilton
- Led all promotions for X4 Summit 2023–2025
- Co-wrote CEO's X4 2024 keynote (increased CSAT YOY)
- Executed omnichannel campaigns for all internal teams, including demand generation, product marketing, customer marketing, creative, events, sales, and HR

**Visual Marketing Program Manager** | Backcountry 2014–2015

- Led a site marketing program that generated an average of \$230K of revenue on a weekly basis
- Developed and outlined creative strategy for all bike division promotions
- Regularly used insight tools (Adobe Analytics, Optimizely) to make data-driven decisions
- Edited and wrote copy as needed to support the creative department

**Senior Copywriter & Editor | Backcountry**

2012–2014

- Wrote copy for all bike promotions, including emails, site banners, affiliate banners, landing pages, product guides, direct mailers, videos, and television ads
- Helped transition bike marketing from a three-person operation to a team of over 20 stakeholders
- Provided comprehensive final check of all bike marketing deliverables; edited from creative, experience, and merchandise standpoints to ensure quality and accuracy
- Identified scheduling conflicts and proposed changes as required

**Senior Copywriter | Vanguard**

2005–2012

- Delivered clear and engaging copy about a variety of financial topics
- Wrote campaign materials for many of Vanguard's largest institutional clients, including Bayer, ConocoPhillips, and Adobe; adapted to clients' style preferences
- Efficiently resolved process and content conflicts between clients, legal advisors, and Vanguard
- From 2005 to 2008, served as a client relationship associate and wrote correspondence for the executive team

**EDUCATION**

B.A., English | Dickinson College

2005