




# CHRISTOPHER DARRELL



## CONTACT

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## EDUCATION

**Bachelor of Arts (B.A.) Business**  
UNIVERSITY OF COLORADO BOULDER  
Boulder, CO | 1996

**Certification Computer Science**  
COLORADO TECHNICAL UNIVERSITY  
Denver, CO | 2000

**Certification Advertising**  
BOOK SHOP LA  
Santa Monica, CA | 2005

**Certification UI/UX design**  
CORNELL UNIVERSITY  
Ithaca, NY | 2020

## ADDITIONAL SKILLS

- Copywriting
- Video Production/Animation
- Coding (HTML, CSS, JS)
- Adobe Creative Cloud
- UI/UX Writing/Design
- Branding
- Startup Founder

## CAREER OBJECTIVE

Seasoned agency writer/producer and startup founder specializing in low-cost creative solutions for startup, technology, publishing, retail, healthcare, non-profit, oil/gas, beauty, finance.

## WORK EXPERIENCE

### FOUNDER/CREATIVE DIRECTOR

SUPERDOG STUDIOS | Denver, CO. | October 2020 – Present

- Co-founder and creative lead for a new full-service agency specializing in low-cost, creative solutions
- Clients include tattoo studio, retail (skincare, clothing, etc), real estate, monthly subscription boxes, government consulting, dating app, sports and new male telehealth platform.

### HEAD WRITER

CALLISTO MEDIA | San Francisco, CA. | July 2019 – September 2020

- Head writer responsible for all advertising functions for the fastest-growing publisher in US.
- Created and developed a new pilot program for using video trailers for books- showing the biggest single gain in all revenue projects across company initiatives-9% increase in conversion per title, 13% increase traffic, at 50% cost.
- Close collaboration with product/design teams and editors and managed creative team of 10.

### FOUNDER/CREATIVE DIRECTOR

THE FANTASY BOX | San Francisco, CA | September 2012 – May 2018

- Responsible for the co-creative vision and execution of the only monthly subscription date-night startup of its kind.
- Starting with zero advertising or marketing capital, created a luxury brand image and executed a marketing plan that generated top lifestyle press, Fortune 500 partnerships, and network television exposure and 1mm in revenue in 2 years.
- Created consistent and distinctive brand and attention-grabbing narratives that struck a balance between romance, humor, and the unqualified sincerity needed to educate the customer, romanticize the experience, and infuse trust into a very delicate and intimate value proposition.
- Designed and managed seasonal marketing plan, developed durable strategic partnerships (TheKnot, Groupon), dozens of marketing affiliations (Cosmo, LiveStrong) and network TV presence (The View), along with a franchise deal in 2015 into the UK.

### SENIOR COPYWRITER

FIFTEEN DEGREES | New York, NY | December 2011 – April 2013

- Responsible for creating high-concept, story-driven campaigns and brand development, as well as pitching new business, in a team environment for an award-winning boutique ad firm in NYC.
- Developed print, TV, outdoor, digital, and SEO campaigns across a dozen industries, and international companies, including a full rebranding campaign for a NYC surgery center leading to a 400% increase in appointments and a multi-million-dollar documentary for CEO of Russian power giant Gazprom.