

Boe Gatiss

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Senior Creative Marketing Professional

- 25 years of professional copywriting experience, primarily in high tech and advertising in both corporate and agency capacities.
 - Founding team member of, and primary contributor to, Epsilon's Google AdWords SMB Program account (a \$4 billion segment of their business), SGI's Developer Program, and Avid Technology's Pro Tools LE product family.
 - Proven expertise in forward-thinking email marketing and short- and long-form web copy (B2B and B2C), plus content strategy, brand support, UX, and SEO.
 - Adept at engaging, synergizing and converting eclectic audiences, crafting rewarding experiences, conveying value, and inspiring customer action and loyalty.
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EXPERIENCE & ACHIEVEMENTS

THE NATIONAL REVUE / PROPELLENT CREATIVE

January 1999 - present

Founder, Creative Director, Senior Copywriter

- Amplify brands, products, and services by writing and editing compelling marketing, sales, UX and branding materials for a wide variety of clients, from major corporate and advertising businesses to solo entrepreneurs and artists. Clients include Google, Microsoft, PayPal, Kodak, Yahoo!, Avid Technologies, SGI, Verto Analytics, Nerium International, Chowbotics, Burning Man, The North Face, Amgen, Epsilon, Ogilvy One, and many others.
- Provide empowering, brand-enhancing marketing consulting/contractual services to businesses, entertainers, and artists, including content creation and management, web and graphic design, social marketing, and event production services.
- Manage small teams of writers, researchers, designers, and developers as needed to complete projects on time, on budget, and in accordance with clients' goals and expectations.

EPSILON

July 2011 – February 2015

Associate Creative Director, Senior Marketing Copywriter

- Instrumental in helping to define and implement the foundational marketing processes, programs, and campaigns supporting the Google AdWords SMB (Small/Medium Business) program — at the time, a \$4 billion slice of Google's revenue pie.
- Propelled the world-class Google AdWords brand via management of a small creative team responsible for world-class execution of demanding marketing initiatives.
- Primary contributor to brand, strategy, UX and creative-direction decisions; championed presentation and negotiation facets.
- Crafted, edited, proofed and approved copy for various targeted marketing collateral, email campaigns, and website projects for AdWords, plus Google Partners and Google My Business.

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AVID TECHNOLOGY, INC.

July 2001 – October 2004

Senior Marketing Writer, Product Specialist

- One of two copywriters responsible for concepting and crafting copy for all of Digidesign's (now Avid) product marketing for pro, intermediate and novice audiences: email, web, ads, brochures, sales collateral, articles, newsletters, datasheets, news/blog items, packaging, white papers, etc.
- Successfully migrated highly technical information to sales and marketing collateral suitable for external (B2B and B2C) and internal consumption in an era of substantial industry sea change.
- Along with managing a perpetually heavy workload, introduced and nurtured higher standards of quality, and improved company and product perception within the industry.
- Authored presentations and presented industry-standard digital-audio recording products at tradeshow and workshops.

SGI

April 1994 – April 1999

Copywriter, Content Manager, Webmaster

- Refined, conveyed and managed the voice of SGI's Developer Program during the company's heyday (supercomputing: 2nd in the world behind Sun Microsystems).
- Self-taught webmaster for the Program upon the Web coming of age in 1994.
- Crafted copy and graphical content and managed production for the Program's internal / external web properties and collateral in keeping with SGI's brand standards.
- Managed research and production teams of 5-15 contractors; developed and managed positive, high-functioning relationships with internal stakeholders and external vendors.
- Migrated highly technical information to marketing collateral suitable for internal and/or external consumption (B2B and some B2C).

EDUCATION

- University of California, Davis (1984-86) – Rhetoric, Religious Studies
- De Anza College (1986-88) - Associate of Arts degree, Liberal Arts
- California State Polytechnic, San Luis Obispo (1988-91) – English Literature, Religious Studies, Physical Education

THE REST OF LIFE

- The Klown: Renaissance ape; touring performer, DJ, and musician; event producer (theklown.net)
- Founder, producer, and social and creative director for Trapeze Worldwide, an internationally acclaimed bass music and burlesque showcase and dance party (trapezeworldwide.com)
- Performer and special-projects agent for Vau de Vire Society (vaudeviresociety.com)
- Creative director/founder of the Red Nose District and Gooferville performance camps at the Burning Man festival (14 years running)
- Heavy into the San Francisco indie circus, indie music and underground scenes
- Inventor, adventurer, studier and lover of life