

Boe Gatiss

Orangevale, California
408.212.1367 • boenobo@gmail.com

Senior Marketing Copywriter

Domain expertise in digital marketing communications with an outcome-centric approach

Key catalyst in introducing and executing innovative, effective ways to guide prospects and customers to commitment and loyalty through concise, compelling, empathetic copy.

- In collaboration with some of the most visionary agency and tech companies in the world, lead and contribute to teams responsible for results-driven, precision communication.
- Build persuasive connections with audiences to achieve buy-in on products and services that have gone on to become ubiquitous within their markets on a global scale.
- Accounts and campaigns have included: Snapchat for Business (SMB), Google AdWords (SMB acquisition and retention); Avid Technology's Pro Tools and control-surface hardware (launches and cross-product support); Kodak Gallery (customer acquisition and retention); PayPal (merchant DM); and SGI (Developer Program internal and external comms).
- Deep, broad experience in all forms of marketing writing, from DM and web copy to video scripts and white papers.

EXPERIENCE

SNAP, INC. – Santa Monica, CA (remote), 2022-present

Contract Senior Copywriter

Principal copywriter for Global SMB, focused on blog creation, Snapchat for Business website copy, and other campaign-focused marketing and sales collateral (primarily email).

Highlight accomplishment: Fleshed out blog library with over 100 articles and counting.

CONTRAST DESIGNWORKS - Menlo Park, CA (remote), 2021-2022

Contract Senior Copywriter

Principal copywriter for multiple high-value client accounts, including Qualys, ServiceNow, Anaplan, eBay, Synopsis, and Stanford Medicine. Crafted strategic email, web, and signage copy, and contributed to campaign development and execution.

Highlight accomplishment: Rejuvenation of Stanford University School of Medicine's website.

THE NATIONAL REVUE - Las Vegas, NV, 2001-2021

Founder, Creative Director, Senior Copywriter

Provide empowering, brand-enhancing creative and consulting services — including

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copywriting/editing, content creation and management, web and graphic design, social marketing, video scripting, SEO, UX, and event support — to businesses (startups to major corporations), entrepreneurs, entertainers, and artists.

Highlight accomplishment: Creative marketing and brand support for over 100 businesses.

EPSILON - San Francisco, CA, 2011-2015

Associate Creative Director, Senior Marketing Copywriter

Propelled the world-class Google AdWords brand via management of a small creative team responsible for execution of major marketing initiatives and campaigns. Primary contributor to brand, strategy, UX, and creative-direction decisions; championed presentation and negotiation facets.

Highlight accomplishment: Instrumental in helping to define and implement the foundational marketing processes, programs, and campaigns supporting the Google AdWords SMB (Small/Medium Business) program — a \$4 billion slice of Google's revenue pie at the time.

AVID TECHNOLOGY, INC. - Daly City, CA, 2001–2005

Senior Marketing Writer, Product Specialist

Concepting and copy for all product marketing and sales collateral addressing pro, intermediate, and consumer audiences. Translated highly technical information for B2B and B2C audiences, suitable for external and internal consumption in an era of substantial industry sea change — via email, web, signage, brochure, white paper, and video-script copy. Introduced and nurtured higher standards of quality, and improved company and product perception within the industry.

Highlight accomplishment: Successful rollout of the Pro Tools ACCEL digital recording platform and VENUE digital mixing consoles, major disruptors globally recognized as the standard of excellence at the time.

Prior employment includes **SGI** (Mountain View, CA, 1994–1999) and **Adobe** (San Jose, CA, 1993-1994)

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