

Curtis Kuhn
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Senior copywriter + creative strategist for goods and good causes // 15+ years building brands and driving ad, marketing, social media, and content campaigns // Collaborative team-builder // Daydreamer + storyteller that loves a good challenge

EXPERIENCE

2016–Current: Writer + Creative Strategist: Freelance

- Produced branding, websites, social content, audio and video, and strategic campaigns for 25+ cause-driven and food + beverage clients
- Defined verbal branding for national brands [Zenni Optical](#) and Alvarado Street Bakery
- Delivered re-brand, website, and social campaign for [Brightmark](#), a renewable energy startup that's grown 300% since rebrand
- Led messaging and outreach content for multi-org [Equity in Education](#) campaign — enlisting community support throughout the North Bay Area
- Created trauma-informed campaign [NorCal Aces Aware](#), from ads to social to podcasting, connecting 1,000+ MediCal providers with 100,000+ patients
- Crafted impact messaging and campaign content, including video, editorial, and branded content for [Traditional Medicinals](#)
- Branded and produced web content for [us-yay.com](#)

2013–2016: Creative Director: The Engine Is Red

- Guided creative + writing team as we produced 25+ brands, 20+ websites, and 30+ campaigns for clients like Credit Karma; Kendall-Jackson; Medtronic; Enphase
- Wrote brand messaging and campaign copy for 15+ regional nonprofits including Center for Well-Being; Council on Aging; and Sonoma County Office of Education
- Produced concepts and copy for integrated [Healdsburg tourism campaign](#)
- Won multiple Webby and industry awards for content strategy and web copy

2006–2013: Copy Chief: PopCap Games

- Created the “voice of Popcap,” writing and leading creative content for PopCap and global hits like [Plants vs. Zombies](#) and [Bejeweled](#)
- Managed PopCap's copy team and co-founded video department — leading the team through 10x growth across seven years
- Owned corporate and product brand guidelines, game descriptions, and messaging
- Reached over 100 million players worldwide in partnership with creative team
- Conceived and produced Plants vs. Zombies campaigns, content marketing, and merchandising, resulting in [10+ million social media followers](#)
- Led marketing efforts through PopCap's acquisition by Electronic Arts for \$1.3 billion

EDUCATION

B.A. English + Political Science: Bethel College, St. Paul, MN

EXPERTISE

Copywriting; Content Strategy; Advertising + Marketing Strategy; Video Scripting + Production; Web + Blog Content; Social Media; Email Marketing; 360 Campaigns; Launch Support; Project Management; Sustainability + Impact