

# Pete Fulford

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www.fulfordcreative.com

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## PROFILE

- Over 15 years as a successful senior-level copywriter
- Specific expertise in long-form narrative development, B2B business storytelling, and long-form content
- Extensive experience working directly with c-level marketing/sales executives for Fortune 500 companies
- Brands: eBay, PayPal, HP, Cisco, Intel, Bank of America, Microsoft, SAP, Ray-Ban, and many more
- Writer/Brand Ambassador for Phonak Hearing Aids (Phonak hEARo)

## WORK EXPERIENCE

**Fulford Creative**, Portland, OR  
August 2004 – Present  
*Senior Writer/Strategist*

Creative writing and content specialist with a focus on B2B copywriting, marketing, content strategy, story development, and idea generation. Projects include writing and strategy for the web, social media, concepts and scripts for corporate videos, long-form white papers, and more.

**Fiction Tribe**, Portland, OR  
July 2018 – January 2020  
*Senior Content Writer/Strategist*

Served Fortune 100 B2B clients with content strategy, long-form narrative development, and video scriptwriting from concept to creation. Led teams of motion graphics designers, art directors, and video editors on a wide array of projects.

**Corporate Visions**, Pleasanton, CA  
January 2015 – March 2018  
*Content Consultant*

Led messaging workshops around the world working with Fortune 100 c-level executives and senior marketing and sales professionals. Responsibilities included co-facilitating workshops, interviewing stakeholders, and crafting relevant and thought-provoking messaging for a wide array of B2B clients.

**Bank of America**, San Francisco, CA  
March 2008 – October 2013  
*Copywriter/UX Editorial (Contract)*

Served as a Senior User Experience (UX) Editor with a primary emphasis in desktop and mobile web projects. Managed copy and editorial process on many complex mobile and desktop projects with great attention to detail.

**InVision Communications**, Walnut Creek, CA  
April 2001 – April 2004  
*Senior Writer/Project Manager*

Writer and project manager of corporate videos, digital media projects, Web content, marketing campaigns, and product launch promotions serving Fortune 100 clients.

**Clear Channel Entertainment**, St. Louis, MO  
August 1997 – July 2000  
*Music Promoter/Book Agent*

Served as concert promoter of events and festivals and publicist/booking agent for musical acts primarily in the St. Louis jazz and blues community.

**Atlanta Committee for the Olympic Games (ACOG)**, Atlanta, GA  
August 1995 - March 1997  
*Writer/Project Manager*

Served as Project Manager and communications consultant for the 1996 Centennial Olympic Games in Atlanta, GA.

**Maritz Travel Company**, St. Louis, MO  
January 1993 - August 1995  
*Travel Director*

Responsible for the planning and on-site management of worldwide incentive travel excursions for corporate groups. Accompanied over 100 groups to over 30 countries during a three-year period.

## **EDUCATION**

University of Missouri – Columbia  
Bachelor of Arts in Creative Writing