

Dylan Barmmer

Costa Mesa, CA 92626 | (858) 480-9415

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Senior-Level Copywriter

Highly experienced leader with a strong history of success developing and publishing impactful content for high-profile businesses and brands. Skilled in collaborating with all members of an organization to create content that strategically and powerfully communicates engaging stories to audiences. Proven ability to produce memorable and award-winning messaging that achieves targeted goals and builds brands. Proficient in leveraging a wide array of mediums (web, mobile, print, email, television, radio, outdoor, POP, Google AdWords, etc.) to best reach and impact key audiences.

- Leadership + Brand Building
- Strong Communicator
- Analytical Acumen
- Industry Insight
- Marketing + Promotions
- Interpersonal Skills
- New Business Development
- Passionate + Prolific
- Digital, Print, and Social Media
- Brand Management
- Creative Content Development
- Content Editing

PROFESSIONAL EXPERIENCE

WORD IS BORN, Costa Mesa, CA

2004 – Present

Raconteur + Founder

- Conceived, developed, and launched creative copywriting and content marketing company that specializes in developing and enriching brand stories.
- Collaborate with dynamic teams of professionals to deliver impactful content in various mediums, including advertising, marketing, blogging, journalism, and poetry.
- Built strong professional relationships with a diverse client roster, including Norwegian Cruise Line, the NBA's Miami HEAT, Stance, Pacific Premier Bank, Boost Media, and several advertising agencies and marketing departments.
- Worked closely with the Norwegian Cruise Line marketing team to enhance the brand voice and further evolve the innovative Freestyle Cruising story.
- Currently play an integral role in refining the brand voice of Pacific Premier Bancorp/Pacific Premier Bank and contributing to the ongoing growth of both the bank and brand.

FANG DIGITAL MARKETING, Los Angeles, CA

2012 – 2014

Wordsmith

- Held responsibility for creating, editing, and optimizing Google AdWords and Facebook ads in support of clients' short and long-term goals.
- Composed bi-weekly blog entries and e-books to advance Fang's broader corporate agenda and expand the agency's digital marketing footprint.
- Increased brand recognition for numerous clients by developing alluring content and devising strategic digital marketing and advertising initiatives.

WIRESTONE, San Diego, CA

2006 – 2010

Senior Copywriter

- Helped secure a \$2B+ sale of SunCom Wireless to T-Mobile after driving substantial growth for the regional telecomm brand during two years as the senior copywriter on Wirestone's cross-office SunCom team.
- Improved relations with key clients by producing engaging, effective, and compelling content on behalf of key accounts such as Apple, Nike, Microsoft, Motorola, Oakley, Cabo Wabo Tequila, Deloitte, and HP.
- Steered a cross-functional and multi-regional creative team through an extremely difficult financial and business climate by leading with integrity and producing prolifically.

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- Recognized as Social Media Thought Leader after contributing to successful digital marketing efforts on behalf of more than 30 brands within a four-year period.

NORWEGIAN CRUISE LINE, Miami, FL

2004 – 2006

Marketing Copywriter

- Key contributor to the in-house marketing team tasked with driving brand awareness and growing market share for the world's third-largest cruise line.
- Coordinated with cross-cultural partners across several different departments to devise concepts and develop copy in an array of mediums, including print, television, radio, web, email, and display.
- Aligned marketing campaigns with audience expectations by creating both consumer- and trade-facing communications.

SOUTHERN BRAND COLLECTIVE, Miami, FL

2001 – 2004

Wordsmith

- Assisted agency founder and creative director in nurturing long-term professional relationships with major clients such as the Miami HEAT, Couples Resorts, Miami Beach Golf Club, The Related Group, and blah!.
- Honored with English Broadcast Best of Show award in 2004 Miami ADDY Awards for creation of blah! TV spot.
- Wrote content for large audiences, including Miami HEAT TV spots featured in *Adweek* in 2002.

THE INDIANAPOLIS STAR, Indianapolis, IN

1997 – 2000

Specialist Publication Writer

- Served as staff writer and featured sportswriter for groundbreaking marketing department subdivision that specialized in ad-driven newspaper inserts.
- Received praise for feature stories on then-rookie Colts quarterback Peyton Manning and Pacers star Reggie Miller.
- Generated expansive sports coverage by writing and editing *Pacers Weekly* and *Colts Playbook* while also contributing to *Sports Illustrated*, *Pro Football Weekly*, *The Associated Press*, and *The Sports Xchange*.

EDUCATION

B.A. in English, University of Notre Dame, Notre Dame, IN