

# ALAN J. MACFARLANE

7760 Plum Creek Lane  
Cottonwood Heights, UT 84093  
(801) 928-8016  
[aljmac@gmail.com](mailto:aljmac@gmail.com)  
Insta: @aljmac

## Experience:

- MARJ Media** 2023–present  
*Co-owner, Creative Director, Content Marketer*  
Create assets, courses, events, training, and consulting opportunities that help businesses and individuals strengthen their brand message, create better social engagement, and increase conversion.
- Adobe** 2009–2023  
*Creative Director* 2023  
Oversee and direct the creative and content creation for Business.adobe.com.
- Associate Creative Director* 2019–2023  
Managing the Adobe Creative Studio web writing team and partnering with the Design CD and UX Design manager, we create and maintain marketing and promotional content for Adobe's enterprise website Business.Adobe.com.
- Senior Copywriter* 2015–2019  
Wrote web, video, and other digital content related to Adobe's Experience Cloud and Document Cloud.
- Editorial Manager* 2009–2015  
Wrote web, video, and other digital content related to Adobe's enterprise suite Experience Cloud as well as Document Cloud.
- Omniture** 2007–2009  
*Marketing Editor & Copywriter*  
Wrote and edited marketing content for lead generation, marketing events, product marketing and PR. Media included print collateral and ads, web and other online assets, direct mail, and outdoor.
- Desert Schools Federal Credit Union** 2004–2007  
*Creative Services Supervisor* 2006–2007  
Manage the creative team, team projects, content and delivery of our brand, products, services, and promotional information.
- Marketing Copywriter* 2004–2006  
Write copy for all print, radio and television pieces. Establish and maintain a consistent corporate voice.
- Shadden Appraisal Group** *Residential Appraiser* 2002–2004  
**Bill Good Marketing** *Marketing Copywriter* 2001–2002  
**Freeport.com** *Copywriter/Account Manager* 2000  
**Teltrust** *Corporate Trainer* 1999–2000  
**FJC&N** *ad agency Production Assistant* 1997–1999

## Education:

- University of Utah** 1996–1999  
Major: Organizational Communication  
Minor: English–Creative Writing

## **Skills and Qualifications:**

- Creative direction
- Copywriting
- Creative conceiving
- Web and digital content creation
- Editing
- Demand marketing
- Email marketing
- Branding
- Technical writing
- Team management
- Project management
- Account management
- Corporate training

## **Volunteer Experience and Achievements:**

- 2006: Two 1<sup>st</sup> Place CUNA Diamond Awards (direct mail and radio campaigns)
- 2004-2006: Mentor in youth reading literacy program
- 1997-1998: Chapter president, Sigma Gamma Chi, Univ. of Utah
- 1994-1996: Full-time volunteer for a non-profit organization