

ALAN J. MACFARLANE

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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 concepting
- Web and digital content creation
- Editing
- Demand marketing
- Email marketing
- Branding
- Technical writing
- Team management
- Project management
- Account management
- Corporate training