

# ALAN J. MACFARLANE

## CREATIVE DIRECTOR | ACD | SENIOR COPYWRITER TECH & BRAND MESSAGING

Portfolio: [www.AlanJMacfarlane.com](http://www.AlanJMacfarlane.com)  
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### Summary:

I lead creative teams in building a cohesive brand and guide writing, design, and UX to create clear, elegant solutions to complex business problems. My experience spans B2C, B2B, financial services, telecom, SaaS, and tech — including 13+ years at Adobe — where I shaped messaging systems, led the creation of impactful digital experiences, and ensured brand storytelling centered on the customer's experience.

### Skills & Qualifications:

#### Creative Leadership

- Creative direction
- Concept development
- Brand voice + messaging systems
- Crossfunctional collaboration
- Campaign ideation

#### Content + Writing

- Copywriting (web, video, print, product, email, social)
- Digital content strategy
- Creative concepting
- Editing
- Technical writing

#### Business + Team Leadership

- Managing creative teams
- Project management
- Stakeholder alignment
- Demand marketing
- Training & presenting

### Experience:

#### MARJ Media

2023–present

*Co-owner, Creative Director, Content Marketer*

I direct and create campaigns, training, and consulting that help businesses and individuals strengthen their brand message, create better social engagement, and increase conversion.

Successes include an email campaign that helped launch a Perk Energy's product debut in Costco. Also messaging strategies for Perk Energy, the Slate Flosser, Happy Happy Houseplant, Pip Pop Post, and helping a record-holding para-Olympian craft and refine her social and public speaking presence.

#### Adobe

2009–2023

*Creative Director*

2023

Direct the writers and designers creating page and content for [Business.Adobe.com](http://Business.Adobe.com), including the initial launch of

*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

*Marketing Copywriter* 2004–2006

**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:

### **Bachelor of Science**

University of Utah 1996–1999

Major: Organizational Communication

Minor: English–Creative Writing