

ALAN J. MACFARLANE

CREATIVE DIRECTOR | ACD | SENIOR COPYWRITER

TECH & BRAND MESSAGING

Portfolio: 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, 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