

CHRISTOPHER STATEN

www.cmstaten.com

cmstaten@mac.com

571-217-2200

Fort Collins, CO

15+ years of experience in marketing and communications for national brands in CPGs, higher-education and journalism. My areas of expertise are in brand voice development, copywriting, scriptwriting, campaign ideation and storytelling.

- Passion for storytelling
- Brand developer
- SEO writer
- Social media savvy
- Collaborative team player
- Analytically minded

Freelance Copywriter

2020-present

- To date as a freelancer, I've developed brand voice and written campaign/social/product copy for national brands such as: Sweetwood Smokehouse, High Road Craft Ice Cream, Numerica Corporation.

Copywriter

The Advertising Research Foundation, New York, NY

2021-present (contract)

- Lead copywriter for Foundation's marketing efforts around event promotions covering web copy, email marketing and social channels.

Marketing & Communications Specialist

Colorado State University, Fort Collins, CO

2018-2020

- Led marketing and communications strategy/execution for the college.
- Co-developed the College's rebranding with CSU's internal agency
- Reshaped how the College markets 21st-century agriculture to prospective students, research partners and donors.
- Wrote copy across departments, units.
- Coordinated with corporate partners for co-branded campaigns.

Senior Copywriter

New Belgium Brewing, Fort Collins, CO

2014-2018

- Co-created company's brand mascot Voodoo Ranger. Wrote all copy and scripts for the brand launch and developed/executed content strategy across social, OOH, on/off premise and beyond.
 - The brand became best-selling offering in brewery's portfolio.

- My content was recognized by Nielsen for humor/creativity in its class.
- Wrote marketing/sales copy across all brands, including flagship Fat Tire.
- Co-developed brands such as Citradelic IPA and The Hemporer.
- Ran strategy and execution for company's segmented email newsletter.
- Worked with Corporate Responsibility and Sustainability department to develop and articulate content and campaigns.

Editor

DRAFT Magazine, Phoenix, AZ
2008-2014

- Shaped the national discourse on craft beer during its escalation in the late 2000s.
- Edited and wrote editorial content for magazine's front-of-book, feature well and reviews section.
- Managed a panel a BJCP reviewers.
- Conducted a number of celebrity interviews.
- Managed magazine's social media accounts.

Editor/Reporter

The Connection Newspapers, McLean, VA
2005-2008

- Served as a general assignment reporter for local news.
- Developed newspaper's entertainment/culture section.

EDUCATION:

James Madison University
B.A., May 2005

PROFESSIONAL AWARDS/ACCOMPLISHMENTS:

Nielson Beverage Alcohol Media Report, 2017

- Voodoo Ranger content recognized above industry peers as being "clever and original," with "humor and entertainment" as the strongest content traits.

Virginia Press Association

- First Place: General Makeup, Laurel Hill Connection
- First Place: General Makeup, Great Falls Connection
- First Place: Specialty Sections, Fairfax Connection Entertainment Section.
- First Place: Combination Picture and Story: Alexandria Gazette-Packet.