

Christopher Staten

Portfolio: www.cmstaten.com

Freelance: www.StatenStoryhouse.com

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Home: Fort Collins, CO

Brand strategist with 15+ years spanning copywriting, campaign development and strategic leadership. Experienced in building brand positioning frameworks, messaging systems and go-to-market communications for clients across water technology, gaming, entertainment, food and beverage and SaaS. Skilled at bridging strategy and execution by translating market insights and competitive analysis into messaging architectures, launch campaigns and creative assets that drive measurable business outcomes.

Professional Experience:

Brand Strategist

The Boeh Agency | Philadelphia, PA
2024-present

- **Develop brand positioning and messaging frameworks** for national water technology clients, shaping campaign direction and market perception.
- **Conduct audience segmentation and competitive analyses** to guide positioning and campaign concepts for emerging product lines in regulated industries.
- **Translate strategy into execution** by partnering across creative, digital and client teams to deliver brand launches and secure RFP wins.

Principal Brand Strategist

Staten Storyhouse | Fort Collins, CO
2023-present

- **Develop and lead brand strategy frameworks**—including positioning, messaging, campaign direction, and audience segmentation—for clients in food and beverage, outdoors, gaming and SaaS.
- **Oversee brand architecture, positioning and messaging systems** while directing multi-channel execution for product launches and go-to-market campaigns across social, digital and event channels, ensuring alignment between brand strategy and measurable business outcomes.

Senior Copywriter and Managing Editor

Lemonade the Agency | Oakland, CA
2021-2023

- **Partnered on go-to-market launches** by leading messaging for clients including IMAX, Iskra Games, Manta Comics and San Francisco Marathon.
- **Led the San Fran Marathon messaging pivot** that drove a record 30,000 registrations for SFM's 2023 race.
- **Concepted and executed Comic Con and Anime Expo** brand activations for international tech and gaming clients.

Senior Copywriter

The Advertising Research Foundation | New York, NY
2021-2021

- **Multiplied Foundation's marketing efforts for advertising research** using best-practices in social media, email marketing and SEO.
- **Grew online conference participation during the pandemic.** Coordinated cross-functional stakeholders to improve communication output.

Senior Copywriter

Colorado State University | Fort Collins, CO
2018-2020

- **Executed the college's marketing and executive communications** as college underwent leadership transition in 2018 and again in 2020.
- **United stakeholders around a new communications plan** for 21st-century agriculture to prospective students, research partners and donors.

Senior Copywriter and Content Manager

New Belgium Brewing | Fort Collins, CO
2014-2018

- **Contributed to go-to-market efforts for the launch of Voodoo Ranger** by shaping brand positioning, messaging and campaigns, helping it grow to the No. 1 IPA brand in the U.S.
- **Managed copy across all 20+ products**, POS and digital platforms for audience growth.
- **Innovated email marketing program** for consistent 25%+ open rates and 10%+ CTRs.

Editor

DRAFT Magazine | Phoenix, AZ
2008-2014

- **Shaped national discourse on craft beer** during its escalation in the late 2000s, offering commentary, journalism and reviews for an audience of 150,000+ subscribers.

Editor/Reporter

The Connection Newspapers | McLean, VA
2005-2008

- **Reported the news for local publication**; won multiple Virginia Press Awards.

Skills:

- Brand Positioning and Messaging Frameworks
- Audience Segmentation and Persona Development
- Go-to-Market Communications Strategy
- Competitive and Market Analysis
- Brand Architecture and Systems Design
- Campaign Development and Multi-channel Execution
- Communications and Content Strategy
- KPI Alignment and Business Outcomes

Education:

James Madison University, B.A., 2004

Volunteer & Activities:

- Board Member, Art in Public Places (2022–present); Radio Show Host, “The Wind Down,” KRFC 88.9FM (2021–present). Interests include summiting Colorado 14ers and long-distance running