

01. EXPERIENCE

Freelance since 2012. Highlights include:



RISK & COMPLIANCE BRAND STRATEGY

\$92M Funding | FinTech, Fraud & Compliance

Co-led this brand strategy project, including stakeholder interviews, competitor and industry research, and messaging development.

2023



CASE STUDIES, ADS, AND FEATURE LAUNCHES

<https://bit.ly/3KWqyzu>

Multiple projects including banner ad promotion of college learning, case study creation, and feature launch emails.

2023

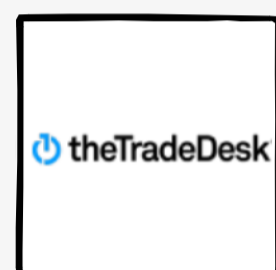


AN UPDATED WEBSITE

\$2.4B Funding | Supply Chain Management <http://bit.ly/3PdCQWK>

Rewrote their homepage and other key webpages in prep for their \$935M Series E raise. Also, UX writing to support their app launch.

2021-2023



EXTENDED SENIOR COPYWRITER CONTRACT

\$37B Market Cap | AdTech <https://bit.ly/3QYK5mk>

Extended 40-hr/week contract with their internal creative team, tackling a wide variety of copywriting, branding, and strategy needs.

2022

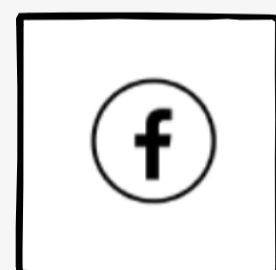


GIVING AWAY A CRUISE WITH JUSTIN HERBERT

<https://bit.ly/3sy40yL>

Copyedited a pre-Superbowl campaign in tandem with Pepsi, Carnival Cruise, and the NFL Rookie of the Year award.

2021-2022



MESSAGING GUIDES AND LANDING PAGES

<https://bit.ly/3Ef99Ez>

Supported three different teams at the same time. Assisting with event sponsorship, video scripts, and messaging guidelines.

2021



EMPLOYEE BENEFITS BOOKLET

<https://bit.ly/45RewQ9>

Wireframed and rewrote their entire employee benefits booklet to make it actionable and enjoyable to read.

2021



A NEW GO-TO-MARKET STRATEGY

<https://bit.ly/3EhBlai> <https://bit.ly/45tog33>

Developed content strategy, led website redesign, and multi-channel marketing resulting in 3 million enrollments in 3 years.

2016-2019



CAPTURING FAN STORIES

MLS Soccer | Professional Sports <https://bit.ly/3KZVn6r>

Developed a 2-year content partnership with the Seattle Sounders FC directly, not through an agency.

2013-2016

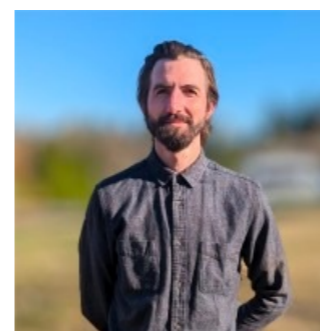


REBRANDING A CITY

20,000 Person City | King County, WA <https://bit.ly/45tEJ7h>

Co-led their city rebrand, including conducting and analyzing research, tagline development, and city council presentations.

2012-2013



My name is Derek Gillette and I'm a writer turned marketer turned strategist turned freelance copywriter.

[Work samples & testimonials](#)

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02. PROJECT ROLES

Often client-facing. Always happy to be part of a larger team.

- Senior Copywriter
- ACD of Copy
- Director of Copy
- Brand Strategist
- Content Strategist
- Communications Manager
- UX Writer
- VP of Marketing

[See a complete list of previous roles and accomplishments](#)

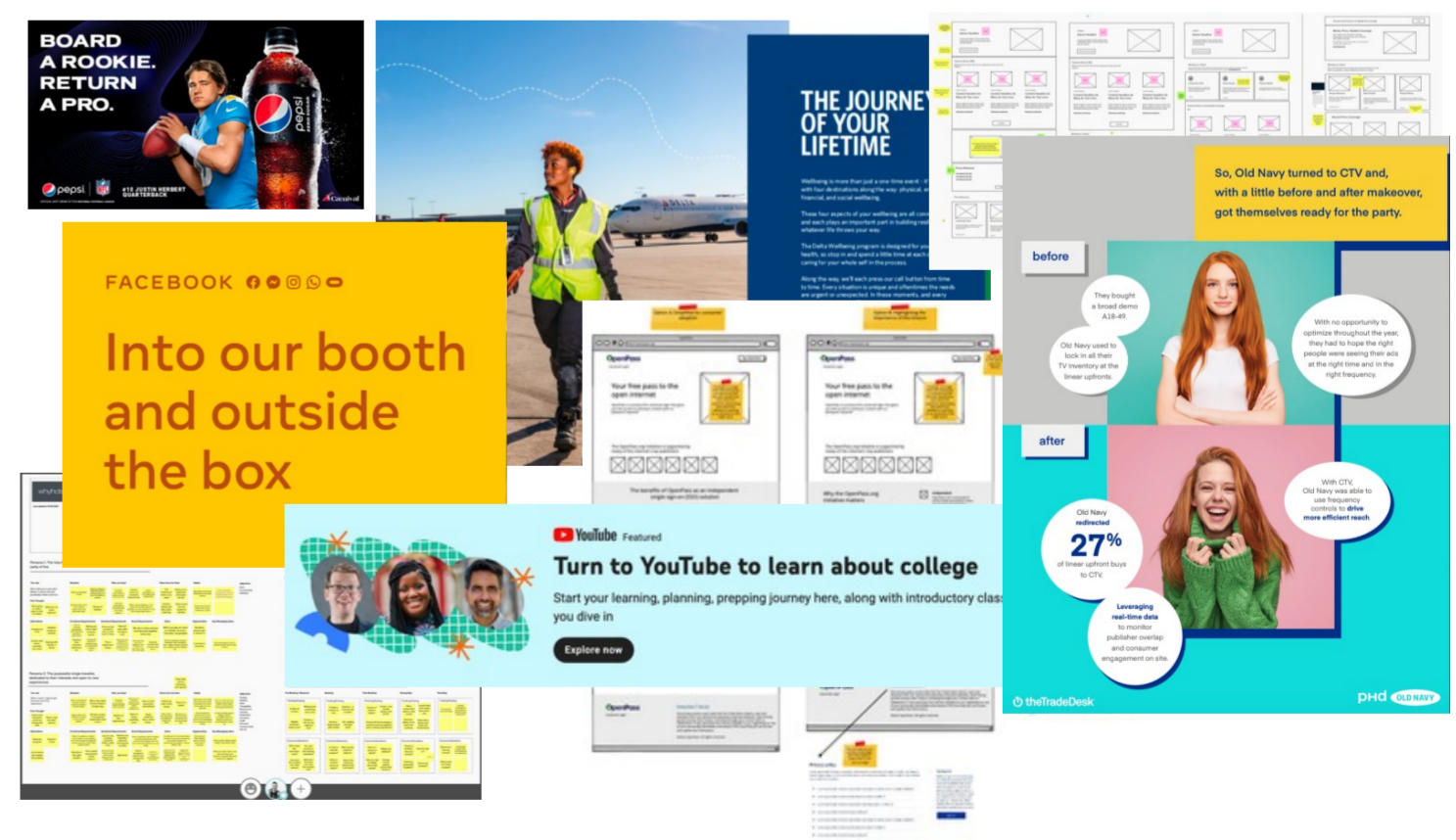
03. KEY RECOGNITION

AWARDS 5x Muse Gold & Silver Award Winner, Website - Corporation, B2B, Biotechnology, Integrated Marketing - Rebranding. Facebook business case study award, signed copy by Sheryl Sandberg

BOOKS Quoted in, "Wireframing for Everyone," published by A Book Apart

SPEAKING Marketo's Marketing Nation Conference Speaker

04. AT A GLANCE



05. IN A PHRASE

Because the words we choose matter.