

gregory granillo

BRAND STORYTELLER | COPYWRITER | CREATIVE DIRECTOR

Scottsdale, AZ

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With roots in copywriting and storytelling, I am a strategic marketing professional with more than 20 years focused on communications, traditional and digital advertising, content creation, design, and branding. An experienced leader, I have inspired graphic design, web development and account management teams to create outstanding marketing for clients in a wide range of industries – all driven by a passion for storytelling, journalistic skills and a penchant for research. For the past 10-plus years, I have been part of agency and in-house marketing teams, in addition to serving as a freelance creative and brand consultant.

Experience

MARKETING, COMMUNICATIONS AND
CREATIVE CONSULTANT

Scottsdale, AZ
Dec 2006 - Present

Golden Boy Creative

Clients include: Marriott International | StrategizeIT | Fox
Restaurants | Bedrock Financial

- A strategic partner to a variety of B2B and B2C clients nationwide
- Specific projects and areas of expertise include: development of brand identity, positioning, collateral development including copywriting, video production, and content creation
- Provide support in strategic planning and market research
- Create integrated advertising/marketing campaigns that incorporate digital, print, broadcast and social media
- Write SEO-friendly branded content for online articles, blogs, websites, e-mails, landing pages, e-newsletters, press releases, social media and other advertising

SENIOR BRAND STRATEGIST

Phoenix, AZ
Feb 2017 - Sep 2019

Kitchen Sink Studios

- Worked with an integrated team of brand managers, video production experts and graphic designers to bring client stories to life
- Tasks included conducting brand discovery sessions, writing brand stories and executing digital, print and social initiatives for integrated campaigns

CREATIVE DIRECTOR

Scottsdale, AZ
May 2015 - Jan 2017

International Cruise & Excursions (ICE)

- Led a team of five Graphic Designers and one Copywriter at in-house agency
- Worked closely with Marketing team to develop strategy
- Created and wrote emails, landing pages, digital ad campaigns, brochures, catalogs and more for clients in the travel industry, including Holland America Line, Carnival Cruise Lines, Norwegian Cruise Line, Sears Vacations, and DirectBuy Travel
- Served as department Traffic/Production Manager

ASSOCIATE CREATIVE DIRECTOR

Scottsdale, AZ
Jan 2014 - Jun 2015

Martz Parsons

- Collaborated with art directors to create integrated campaigns including digital and print
- Led client presentations
- Worked closely with Account Executive team to develop effective strategies and tactics
- Clients included: Parsons Extreme Golf (PXG), WP-Thyroid, Muskoka Woods, Pacific Links Golf, Marriott, Southern Highlands Golf Club, Arizona Commerce Authority

ASSOCIATE CREATIVE DIRECTOR/SR.
COPYWRITER

Phoenix, AZ
Oct 2009 - Jul 2011

Commit Agency

- High-level, concept-driven campaign development
- Helped lead a creative department of four designers and two copywriters, ensuring all advertising and marketing projects were on target, on time and adhered to SEO, display advertising and direct-response best practices
- Clients included: Destination Hotels & Resorts, The Phoenician Resort, Benchmark Hospitality, Vail Cascade Resort, Sheraton, L'Auberge Del Mar, Turtle Bay Resort, Terranea Resort, Out of Africa Wildlife Park, Peter Piper Pizza, NextCare Urgent Care

BROADCAST PRODUCER/SR. COPYWRITER

Seattle, WA
Sep 2008 - Oct 2009

Car Toys

- Wrote and produced TV and radio spots for a leading retailer of car audio electronics and wireless phones with 50 stores in the West
- Worked closely with brands like T-Mobile, AT&T and Verizon while reporting directly to the Vice President of Marketing

ASSOCIATE CREATIVE
DIRECTOR/COPYWRITER

Phoenix, AZ
Jan 2007 - Sep 2008

Air Marketing

High-level, concept-driven campaign development. Helped lead a creative department of four designers and two copywriters, ensuring all advertising and marketing projects were on target, on time and adhered to SEO, display advertising and direct-response best practices.

Clients included: Destination Hotels & Resorts, The Phoenician Resort, Benchmark Hospitality, Vail Cascade Resort, Sheraton, L'Auberge Del Mar, Turtle Bay Resort, Terranea Resort

SR. COPYWRITER/PROOFREADER

Scottsdale, AZ
Sep 2003 - Dec 2006

Martz Agency

- Provided leadership in the creative department, creating, writing and editing brand advertising for print, broadcast, outdoor and online media
- Clients included: Montelucia Resort, Southern Highlands Golf Club & Spa, Estrella Mountain Ranch, Optima Realty, Meritage Homes, Privada Luxury Homes, Macayo's Mexican Restaurants

COPYWRITER/PROOFREADER

Tempe, AZ
Nov 2000 - Sep 2003

HMI Advertising

- Created brand advertising campaigns, direct response pieces, Internet advertising, collateral, newsletters, trade show displays, videos, and new business pitches
- Produced numerous award-winning, cost-effective direct mail pieces that generated significant increase in revenue
- Clients included: CIGNA HealthCare, Tempe Convention & Visitors Bureau, UPS TeleServices, Kronos Optimal Health, Maracay Homes, Pointe South Mountain Resort

COMMUNICATIONS MANAGER/COPYWRITER

Phoenix, AZ
Sep 1998 - Nov 2000

Action Performance Companies

- Wrote company press releases, national advertisements, product catalogs, brochures, newsletters, corporate collateral and more for this marketing partner of some of the biggest names in motorsports, specifically NASCAR
- Adopted a PR role, developing ideas and opportunities for feature articles and executive interviews, nurturing relationships with press communities and creating press kits

Education

Bachelor's Degree - Journalism

The University of Arizona

Minors in Spanish and Political Science

Tucson, AZ

Sep 1993 - May 1998

Skills

Understanding of best practices for SEO/SEM, Flash banner advertising and Rich Media
Proficient in Microsoft Office; Adobe InDesign and Acrobat Pro
Strong sense of organization
Ability to find several solutions to any problem
Superb communication skills
Knowledge of Spanish language

Accolades

Telly
ADDYs
Arizona Direct Marketing Association OTTO Awards
Dow Jones Newspaper Fund Editing Scholar

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