

# EZEKIEL J. RUDICK

COPYWRITER | CREATIVE | STRATEGIST



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Portland, Oregon

## SUMMARY

Hi. I'm Ezekiel — a seasoned writer, creative director, and brand strategist with 15+ years of experience crafting winning content campaigns. My passion? Combining data, AI, and gut creativity delivers amazing brand experiences that impact brand awareness, equity, growth, and revenue.

## WORK EXPERIENCE

### Consultant / Founder

ezeieljrudick.com - 2024 to Present

Launched content marketing consultancy for B2B SaaS brands offering comprehensive, revenue-forward content marketing support for the entire customer lifecycle.

### Creative Director

Rosetta Stone - 2018 to 2022

Led a global team of designers and writers to deliver brand-shaping creative across video, digital, website, and social/earned media channels.

### Content Marketing Manager

Fleetio - 2016 to 2017

Created content marketing practice and event-focused content to support sales and marketing initiatives across the fleet management software industry.

### VP, Brand Marketing

Siteimprove - 2022 to 2023

Led a global team of creatives, strategists, videographers and creative ops leaders to deliver world-class creative campaigns across video, copy, paid media, and global events

### Sr. Content Marketing Manager

AskNicely - 2017 to 2018

Launched content marketing practice the creation of eBooks, white papers, blog posts, and a successful regional Customer Experience event

### Content Strategist / Sr. Copywriter

CMD - 2015 to 2017

Developed and executed strategic, creative content for the agency's Fortune 50 technology clients

## EDUCATION

2009 - 2011

**City College of San Francisco**

New Media / Journalism

2001 - 2003

**Evergreen State College**

B.A. Creative Writing

## DISCIPLINES

Creative Direction, Copywriting, Content Strategy, Creative Strategy, SEO, Design, Video Production, Audio Production, Editorial Strategy, GenAI, Messaging, UX Writing, Team Leadership, Earned Media