

JEREMIAH GRANDEN

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PRIMARY STRENGTHS

BRAND VOICE ARCHITECT

- **Merged deep product insight with lyrical storytelling and cultural fluency** to shape the digital presence of Resistol (men's) and Charlie 1 Horse (women's) Western fashion lines, crafting over **200 landing pages, SEO modules, and PDP descriptions**
- **Developed tailored copy for four major celebrities with ~ \$600M+ in combined brand equity** — George Strait, Jason Aldean, Lainey Wilson, and Cody Johnson
- **Defined voice and contributed messaging strategy for Sam's Club private label rebrand**, targeting a younger, more cosmopolitan demographic and contributing to **20–30% sales growth** across key categories
- **Displayed excellence at creating keyword-optimized content with authentic voice and genre sensitivity**, with **1,300% ROI** on top performing piece

MYTHIC/CINEMATIC STORYTELLING & EXPERIENCE STRATEGIST

- **Directed conceptual and visual development** of editorial fragrance mockups (*Ashline*, *WTTCH*, *40 Thieves*), demonstrating expert instinct in **font choice, color theory, and visual pacing**. Each brand concept built immersive narratives through restrained text and symbolic styling, echoing the work of luxury houses (e.g., Dior, Tom Ford)
- **Crafted cross-sensory, emotionally resonant marketing systems** for fragrance and fashion brands, blending tactile language with mythic image-making to shape lasting brand impressions
- **Awarded for transforming technical product attributes** (e.g., pro AV gear, security cameras, structured cabling) into **consumer-forward UX content** — resulting in **~\$150 per-product revenue gains** through title clarity and enhanced search performance
- **Placed 11 screenplays and pilot scripts in contests since 2021**, with *Coverfly Red List* recognition for **Top 20 Action Projects** (Oct 2023, May 2024). Action storytelling skills carry over directly to **digital experience design: clarity, tension, flow, and user motivation**
- **Modeled and critiqued end-to-end UX/CX journeys to drive 20–30% YoY growth** for ADI Global; directed improvements in product discovery and navigation, the company's primary digital revenue engine

NARRATIVE TECHNOLOGIST

- **Provided strategic input** on corporate acquisitions, vendor partnerships, tech stack development, PIM enhancements, and merchandising priorities for a **\$3B+ distributor**, balancing enterprise needs with **user behavior and brand goals**
- **Directed global consulting partnerships** (PwC, Microsoft), **shaping deliverables** and aligning **business logic with brand and digital priorities**
- **Crafted automation rules** for product naming and **UX-driven taxonomy** in PIM, improving **findability, internal adoption, and customer conversion**
- **Served as interim Digital Merchandising Manager for UK/Ireland**, restoring team morale and achieving the **first on-budget quarter** in over 3 years

EXPERIENCE

POSTMARKETISM • FORT WORTH, TX • 2018 – PRESENT

Writer, Strategist, Co-founder

ADI GLOBAL DISTRIBUTION • IRVING, TX • 2021 – 2023

Global UX Strategy Leader, Digital Copywriter

WALMART ECOMMERCE • SAN BRUNO, CA • 2016 – 2018

Contract Copywriter

EDUCATION

GEORGIA TECH • ATLANTA, GA

Master of Science in International Affairs

MISSOURI STATE UNIVERSITY • SPRINGFIELD, MO

Bachelor of Arts in Creative Writing with Theatre Minor

SELECTED COURSEWORK & CERTIFICATIONS

Lean Change Agent (2023); Applied Systems Thinking; Microsoft AI for Business (2023); Microsoft Power Apps (2022); Creativity & AI – Artificial Creativity (2023); Modern & Shakespearean Acting

MILITARY EXPERIENCE

UNITED STATES MARINE CORPS • WORLDWIDE

Special Intelligence Communicator (MOS 2651)

WORKS AUTHORED (SELECTED)

LOST SOULS • FEATURE-LENGTH SCREENPLAY

Synopsis: Four private security contractors partying at Mardi Gras get caught up in a sinister conspiracy involving a former brother-in-arms and a young woman who claims her soul was stolen. ***Made Coverfly Red List for Top 20 Action Features in 2023 and 2024***

Influences: Robert Stone; Hunter S. Thompson; *Easy Rider*

HOT LITTLE HELL • FEATURE-LENGTH SCREENPLAY

Synopsis: An illicit affair between a college student and a repentant casanova unearths dark secrets and grisly consequences...***Ranked top 10% of all Coverfly projects***

Influences: *In the Realm of the Senses*; *Her Secret Garden & Women on Top* (Nancy Friday); Antonin Artaud; *Pericles* (Shakespeare); *One Thousand and One Nights*

OLD PETER'S BONES • THREE-ACT PLAY

Synopsis: On a stormy night in contemporary New Orleans, a celebrity anthropologist and an eccentric homeowner delve into the mystery of a lost gravesite, said to harbor mystical and/or geostrategic significance. J.M.W. Turner's 1840 painting *The Slave Ship* - as well as the homeowner's tragicomic sex stories - offers clues. Part ghost story, part symposium, part contemplative romance, *Old Peter's Bones* is a riff on Sophocles's Theban plays.

Influences: Aristotle, Plato, Sophocles, Tennessee Williams, Antonin Artaud, *The Serpent and the Rainbow* (book), *Taxicab Confessions* (HBO)

CLINICALLY INFORMED LOVEMAKING • SHORT PLAY

Synopsis: The year is 1990. A young physician invites an HIV-positive patient under his care to his hotel room for a one-night stand.

Influences: Clarice Lispector, the Roman Catholic Mass, Tennessee Williams, Antonin Artaud, *Venus in Fur* (David Ives), *Angels in America*, *Undressed* (MTV)

DRACULA AT STALINGRAD • FEATURE LENGTH SCREENPLAY

Synopsis: The year is 1945. A trio of Romanian World War II veterans seek payback against their cruel commanding officer on the Eastern Front. Their commanding officer's name - Count Dracula.

Influences: Jean Genet (*The Maids*, *The Thief's Journal*), Antonin Artaud, *Blood for Dracula* (film)