

ERIC ARLINE

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EXPERIENCE

COPY LEAD

DoorDash San Francisco | December 2021 — current

Oversee and write compelling brand, in-app, social, and other creative copy.

Translate products into solutions that resonate with our audience and achieve goals.

Craft content for programs that regularly drive \$9M/campaign in revenue on avg.

Lead creative strategy and day-to-day management of agency partners and budgets.

Manage, mentor, and help develop the careers of direct reports and junior copywriters.

GLOBAL CHANNEL & CONTENT LEAD

Apple San Francisco | October 2020 — December 2021

Developed cross-channel B2B marketing content that engaged high-value accounts.

Led global content for EMEA, APAC, and NAM, articulating the value of app discovery.

Established self-serve content frameworks and templates for marketing and sales.

Drove demand generation goals and feature adoption with high-impact campaigns.

SENIOR CONTENT MARKETING MANAGER

Uber San Francisco | April 2019 — October 2020

Oversaw content strategy, social channels, and audience-focused editorial calendar.

Managed a global team of 5 focused on crafting relevant content that drives pipeline.

Developed messaging hierarchy and tone of voice for the rebrand and new website.

CONTENT MARKETING LEAD

Leanplum San Francisco | November 2016 — April 2019

Crafted goal-oriented sales enablement, product marketing, and video content.

Grew traffic across channels: organic web ~2.7X, blog ~2.1X, email ~3.3X%.

Spearheaded a NYC Times Square campaign that garnered 70MM+ impressions.

CHANNEL MARKETING MANAGER

Product Madness San Francisco | September 2014 — April 2016

Led promo partnership for HBO Game of Thrones & AMC Walking Dead game titles.

Built & scaled push notifications from the ground up via a/b testing and optimizing.

FURTHER MARKETING EXPERIENCE

Smaato Content Marketing Manager | Apr 2016 — Nov 2016

Signavio Product Marketing Manager | Aug 2013 — Sep 2014

EAG Laboratories Marketing Associate | Aug 2012 — Aug 2013

CAA, Creative Artists Agency Marketing Assistant | Jan 2012 — Aug 2012

EDUCATION

University of California, Davis

Bachelor of Science in Animal Science

With Minors in Communications and Business Management

AUTHORED CONTENT

Short Form

Billboards/OOH • Digital ads • Email

In-app content • Landing pages

Push notifications • Social • UX copy

Longer Form

Blogs • Bylines • Brochures

Customer stories • eBooks

Infographics • Press releases

Product content • Reports

Sales collateral • White papers

Bylines: [Forbes](#) & [HuffPost](#)

Multimedia

Animated GIFs • Interactive demos

Learning resource hubs • Videos

Web content • Webinars

ACHIEVEMENTS

Cannes Lions PR Grand Prix for [‘Self-Love Bouquet’ at DoorDash](#)

SKILLS & EXPERTISE

Brand strategy

Content marketing

Creative direction

Creative ideation

Cross-functional leadership

Demand generation

Editorial planning

Experiential events

Go-to-market strategy

Messaging strategy

Product positioning

Storytelling + writing

Video strategy