

Russ Pitts

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Skills

Writing, Copywriting, Editing, Marketing, Video Editing, Project Management, Public Speaking, Microsoft Office, Google Suite, AI Prompting, Jasper, Gemini, ChatGPT, Figma, Adobe Suite, Asana, Kantata

Work Experience

Highwire

Writer III

January 2024 - Present

- Creating marketing content for clients such as Walmart Business, Fujifilm, Procore, Pure Storage, Barracuda, Illumio, Lookout, Duplocloud, and Intuit.
- Managing diverse projects such as messaging, branding, competitive analysis, and exploring new business opportunities.
- Integrating with communications and creative teams to deliver outstanding results with products such as company brochures and web content.

Candor Content

Writer III

July 2023 - January 2024 (Candor was acquired by Highwire in January 2024)

- Created full-funnel marketing and SEO content for a variety of clients.

Montfort Advisory

Director of Operations

January 2021 - July 2023

- Crafted messaging and content for high-profile clients such as CEOs, heads of state, and ambassadors.
- Created and managed company-wide systems for project management, reporting, budgeting, and accounting.

Freelance

Writer

April 2020 - January 2021

- Created bylines, speeches, and social content for a large industrial company's CEO, positioning him as a thought leader in the waste technology space.

Bear Creek Arsenal

Creative Marketing Specialist

January 2020 - April 2020

- Wrote product copy and took photos and videos highlighting new product offerings for an engaged enthusiast audience.

Enthusiast Gaming
Vice President, Editorial

June 2018 - June 2019

- Acquired and relaunched digital brand “Escapist Magazine” & developed editorial strategy for 13+ brands, managing and acquiring diverse content creator talent.

Flying Saucer Media
Founder, President

July 2014 - June 2018

- Created tailored video and written content highlighting new product offerings and features of premiere video game brands such as *Rock Band* and *Unreal Engine*.

TakeThis.org
Founder, Executive Director

October 2012 - February 2019

- Over \$500,000 raised for mental health education and advocacy
- Public Speaking
- Strategic program development

Vox Media, Polygon.com
Founding Features Editor

November 2011 - July 2014

- Created award-winning feature content program for a then-new premiere video gaming vertical.
- Launched an in-house documentary video production arm and secured cover \$1m in advertising sponsorships, including from clients such as Microsoft.
- Wrote hundreds of articles, interviews, and feature stories.

Themis Media, EscapistMagazine.com
Content Director, Editor-in-Chief

May, 2006 - September, 2011

- Helped relaunch premier video game vertical “The Escapist” & increased site traffic by 2,000%.
- Acquired and managed a diverse roster of content creator talent.
- Wrote thousands of articles, including award-nominated feature stories.

Education

North Texas State University, English Major
University of Texas, San Antonio, English Major

Recommendations

“In working with Russ, you also have someone who is entrepreneurial and agile, all under the ever Important sense of urgency and willingness to take risks and dive into new projects and subjects. This is rare and brings enormous advantages to a professional, and Russ sets a very high bar.”

Matthew Swift

Founder & Chief Executive Officer, Concordia | Founding Partner, Montfort Advisory

“Russ has earned every bit of his reputation as an excellent writer, thinker, interviewer, journalist, and consummate professional.”

Pete Hines

SVP, Bethesda Softworks

“Russ is an amazing wordsmith, but more importantly he knows how to find humanity in every story. ”

Brian Crecente

Consultant | Former Editor-in-Chief, Kotaku

“At Polygon Russ exhibited a preternatural ability to write, to edit, to travel and get the story, to organize, to take his time or, when needed, to work at unthinkable speeds. ... Russ is one of the most impressive humans I've ever worked with and I dare you to test him on that claim.”

Chris Grant

Group Publisher, Vox Media

“Russ combines the all-too-rare ability to wrangle creatives with his own strong creative sense. He's thoughtful, sharp, and funny, and has a superb eye for what the audience is looking for.”

Richard Dansky

Video Game Narrative Director (Former Red Storm, Crytek, Romero Games)

“Russ was not my boss for long, but he will always be the boss by which I measure others. He blended approachability and support for his employees with an expectation of excellence; he was more than happy to help you find your way, but trusts you try to find it first.”

Elizabeth Grunewald, Copywriter