

MARK HYLANDER

(508)-846-3320 · MarkRHylander@gmail.com · MarkHylander.com
429 N Hayworth Ave., Los Angeles, CA 90048

BRAND MANAGER & COPYWRITER

Brand-focused marketing leader with 10+ years of experience managing tone of voice, planning and executing integrated campaigns, and driving audience growth across digital, social, UX, and lifecycle channels. Proven ability to steward brands across touchpoints, partner cross-functionally, and translate business goals into cohesive brand narratives and measurable campaign performance.

PROFESSIONAL EXPERIENCE

Maritz - St. Louis, MO
Copywriter / Brand Content Lead

December 2024 - Present

- Drive brand positioning and dealer-level marketing strategies for Ford, Honda, Genesis, BMW, and Bugatti through SEO-driven web content and campaign-aligned messaging.
- Adapt national brand standards to local dealer executions while maintaining voice, tone, and messaging consistency.

PUSHPAY - Los Angeles, CA
Brand Content Strategist (Freelance)

March 2023 - December 2024

- Enhanced brand trust and product adoption through campaign content that simplifies complex financial processes.
- Developed product messaging, blogs, and e-books aligned with brand positioning and go-to-market initiatives.

Lifesum - Los Angeles, CA
Brand Manager & Copywriter

Sept. 2020-Nov. 2022

- Owned brand, UX, and tone-of-voice strategy across Marketing, Product, and PR.
- Translated brand standards into multi-channel campaigns across paid social, Snapchat lenses, and in-app messaging that drove a 10% increase in app traffic.
- Partnered cross-functionally with Product, Growth, and Design to ensure a consistent brand experience across the full user lifecycle.
- Led B2B brand partnerships with Nike and Amazon, developing all campaign messaging to drive employee adoption of the Lifesum app.
- Managed and mentored the UX writing team, ensuring brand consistency and quality across all product touchpoints.

The Marketing Arm - Boston, MA
Campaign Copywriter (Freelance)

Feb. 2017-Sept. 2020

- Developed digital and experiential brand campaigns for Dunkin and State Farm Insurance.
- Conceptualized immersive, character-driven storytelling campaigns to strengthen GameStop brand awareness and affinity.

Lose It! - Boston, MA
Social Media Coordinator

Feb. 2017-Jan. 2019

- Led organic social campaigns that increased monthly engagement by 13% and year-over-year follower growth by 16%.
- Developed audience-first and UGC campaign strategies to address engagement pain points and improve user retention across platforms.
- Planned, scheduled, and managed branded content across Facebook, Instagram, Twitter, and Snapchat using Sprout, streamlining workflows and ensuring consistent brand execution.

GSN Games - Boston, MA
Brand Manager & Copywriter

April 2016-Jan. 2017

- Spearheaded brand campaigns and narratives for Wheel of Fortune Slots and casino-style games, driving 15–20% increases in user engagement.
- Partnered with Marketing to create direct mail CRM campaigns, achieving 380% ROI.
- Managed and mentored junior talent to maintain brand standards and campaign quality.

TechTarget - Newton, MA
Senior Copywriter

Oct. 2014-April 2016

- Delivered B2B cybersecurity email campaigns for Dell, IBM, Facebook, and Verizon through high-volume, on-brand content.
- Supervised a team of new copywriters, improving brand consistency and campaign quality by 40%.

STRENGTHS AND EXPERTISE

Brand Strategy
Campaign Management
Integrated Marketing

Brand Voice & Governance
Creative Direction
Cross-Functional Leadership

Audience Growth
Communications
Digital Marketing

TOOLS

Microsoft Office
Google Docs
Google Sheets

SEMRush
Hootsuite
Sprout Social

Canva
Asana
Jira

EDUCATION

Boston University
B.S. in Communications, with a focus in Advertising.

References are available on request.