



SUNNY FASSLER

WRITER & COPYWRITER

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ME

I'm a writer and content marketer with a track record working with some of the biggest, brightest and boldest brands & companies across different industries. But let's rewind the clock for a second. My first job dabbling in content marketing & storytelling was after an eight-week stint at a newspaper right out of college. It turns out, after three years of studying journalism with the big dreams of working for even bigger newspapers, I realized I wasn't a fan of news writing.

So what do you do when you have bills to pay and parents breathing down your neck to look for a job? Exactly, you start a blog!

Year 1:

Things started falling into place, and I began to pick up small writing gigs that led to medium writing gigs that led to big writing gigs over time.

Year 2:

I started looking into content marketing as an alternative. I stumbled on an opportunity that allowed me to write for a company's blog, website, social media channels and everything in between. It was my first taste of what content marketing could be, and in my best Tom Grennan singing voice; I found what I've been looking for.

Year 3:

I got a job as a content executive at one of the biggest Outdoor Media agencies in the world, planning, conceptualizing, and executing branding and content marketing campaigns around airports in Europe. Yes, me. The kid who called quits on news journalism 8-weeks into his career. #YOLO

Fast forward to now;

I have zig-zagged the planet working for some of the biggest brands in various content marketing, marketing executive & writing positions. Some were corporate, some were not.

I carved out a niche in the action/extreme sports, travel & lifestyle world utilizing my journalism background and in-depth knowledge in subjects like Digital & Global Marketing, PR, Marketing Com, Brand Marketing, and Content Marketing to create compelling and engaging content for brands and companies in the US, Australia, Asia, Europe and the Middle East.

I've also made a name for myself, creating engaging and inspiring copy to help brands build long-lasting relationships with their customers. The goal is always to deliver interesting, unique and conversational copy sans the trumpery. Just plain memorable content that invokes a reaction from its readers.

If you're still reading (probably not, though), I just wanted to thank you for taking the time to check in on my work. It means a lot to me that you're interested, even in the slightest of ways, in what I'm doing.

EXPERTISE



SEO / WEB



Creative Copywriting



Lifestyle



Brand Storytelling



B2C



PR & Marketing Coms



Product



Editorial / Scripts

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CAREER HISTORY

Head Of Content Marketing & Editorial | LUEX, Remote / Cologne 2018 - Present

Deliver quality leadership and guidance to lead an in-house content team and external content creators responsible for overall content strategy for LUEX website and magazine to achieving specified targets and objectives. Supervise a wide-range of activities, including content creation/ facilitation, content management, and magazine content production, to ensure high-end content delivery within set standards. Implement proven expertise to formulate and edit multiple scripts for podcasts, webcasts, and guides, while administering surf/ snow related copy for website and print. Oversee editorial work and multiple aspects of ongoing projects, and execute all ongoing content-related projects across multiple channels and media.

- ✓ Commended for transforming LUEX to the number 1 travel experts for surf tourism in Maldives and Indonesia.
- ✓ Recognized for leading and managing a global travel campaign for the Maldives' tourism board to advertise Luxury surf tourism worldwide.
- ✓ Slashed marketing expenses by 30 % through establishing action based content marketing strategy which streamlined operational processes and efficiency within 12 months.

Marketer & Owner | SunnyCreates, Remote, Australia 2014 - Present

Leverage exceptional skills to collaborate with potential brands clients with regarding content needs, strategies, and concepts for delivering top-notch services and content. Play a vital role in generating impactful and strategic content for major brands and start-ups by utilizing extensive knowledge and expertise in brand stories and storytelling.

- ✓ Expedited overall value of a start-up from \$0 - \$2,000,000 within 10 months through creative marketing efforts.
- ✓ Responsible for trending Marketing Campaigns featured on GQ, Birchbox, Men's Health, Wired, Traveler.
- ✓ Achieved targeted results by designing and executing creative marketing campaigns from product launches to branding concepts and awareness campaigns, while working in close co-ordination with leading brands and agencies.

Regional (QLD) Marketing & Content Lead | Volcom, Gold Coast, Australia 2013 - 2016

Orchestrated overall in-house marketing and lifestyle written content for QLD marketing collateral across online and offline channels. Formulated and executed the QLD Flagship Store opening concept and controlled different in-store marketing material to maintain proper inventory.

- ✓ Attained significant increase in online sales and transformed company from no online store with zero sales to high double digit sales per day.
- ✓ Received recognition for leading a sustainability campaign across Australia from inception to completion.

Global Content Manager | Surfstitch, Gold Coast, Australia 2011 - 2013

Chaired the creation of creative content regarding surf, snow, and skate for an in-house blog, website, as well as online and offline marketing material. Provided efficient leadership and support for a team of writers, content creators, digital marketers, and SEO experts to accomplish targeted objectives. Handled the development of entire Action Sport related content for UK, Australia, and the USA.

- ✓ Implemented in-depth marketing knowledge and strategies which boosting traffic to 800+k visits per month.
- ✓ Played a vital role in introducing Global corporate online Mag.

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Brand Marketing Key Account Manager | Clear Channel Communications, Zurich / San Diego 2009 - 2011

Applied vigorous approaches to manage outdoor/ billboard/ airport advertisements, destination marketing and branding, customer meetings, and campaign presentations through formalizing and conceptualizing content marketing projects for Key Accounts such as Nike, Breitling, Audi, UBS.

- ✓ Delegated 6-figure accounts and projects in line with specified standards and objectives.
- ✓ Initiated and managed cross-country marketing campaigns showcased at multiple airports across Europe.
- ✓ Handled diversified number of major accounts with spent of \$100,000+.
- ✓ Deployed remarkable efficiency to plan the launch of global campaign for Lebara Telecommunication from Conceptualization to execution.

EDUCATION & CREDENTIALS

Master of Business Administration / MBA | Southern Cross University, Australia 2014 - 2016

- Marketing & Brand Communications Major
- Business Studies Minor

Bachelor of Business | Southern Cross University, Australia 2011 - 2014

- Marketing Major
- Sports Management Major

Bachelor of Communications & Media Studies | San Diego State University, USA 2007- 2009

- Journalism Major
- Creative Writing Minor

LANGUAGES

- ★ ★ ★ ★ ★ English - Native
- ★ ★ ★ ★ ★ Swiss German - Advanced Level
- ★ ★ ★ ★ German - Advanced Level
- ★ ★ ★ Spanish - Beginner / Intermediate Level
- ★ ★ Portuguese - Beginner Level
- ★ ★ Indonesian - Beginner Level

EXTRACURRICULUM

- ✓ Adobe Photoshop & Lightroom
- ✓ Video Editing (Davinci Resolve)
- ✓ Social Media applications & ads
- ✓ Photography & videography
- ✓ Microsoft Office
- ✓ Apple products
- ✓ Podcasts & webcasts
- ✓ Video scripts & productions
- ✓ Sales funnels & customer journey experiences
- ✓ Digital storytelling
- ✓ Keen on social & corporate responsibility
- ✓ Entrepreneurial mindset
- ✓ Knack for startups & lifestyle brands
- ✓ Information architecture & structure