

FORREST DYLAN BRYANT

CREATIVE DIRECTOR / COPYWRITER



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I'm a versatile creative leader with 20+ years of digital content experience. I believe in value-added storytelling, purpose-driven branding, and engaging creative that converts. My leadership approach balances strategic thinking with scrappy execution, and I take pride in building inclusive team cultures based on trust, innovation, and growth.

PROFESSIONAL BACKGROUND

EVERNOTE / Creative Director / 2019–2023

As the leader of Evernote's in-house agency team, I shaped the company's distinctive voice and visual identity, nurturing and protecting a globally beloved productivity brand. I guided marketing campaigns, user journeys, and content to inspire and engage, generating excitement around go-to-market efforts and driving growth that ultimately led to a successful sale of the company.

- Shaped creative execution through detailed reviews, giving constant feedback to help creatives discover and deliver the right message for the audience, the goal, and the moment.
- Authored messaging that successfully repositioned the brand from note-taking to a professional productivity solution, focusing on relatable use cases and balancing user aspirations with practical value.
- Built an in-house team and freelance bench capable of handling dozens of projects at a time and producing work with high polish, clarity, and brand cohesion.
- Pushed designers to redefine and extend our visual expression, connecting with audiences through storytelling and emotional cues.
- Oversaw the creation of new processes that streamlined production, increased collaboration, and reduced review-cycle churn by 30%.
- Partnered with the executive team to ghostwrite, edit, and showcase their authentic voices and expertise in corporate communications.

Director of Content & Editorial / 2016–2019

- Developed a content strategy that attracted 115K new followers + 350K blog visitors/month.
- Produced and hosted company podcasts, earning 500k+ downloads.
- Wrote marketing and UX copy for an award-winning monetization overhaul that stabilized the company.

Sr. Content Strategist & Lead Writer / 2015–2016

WHAT I OFFER

Leadership

I inspire, mentor, and advocate for my team in a culture of mutual support so they can do their best work, find the "why," and become the next generation of leaders.

Art Direction

I help designers understand the heart of a message and find elegant visual solutions, leading to clean, effective images where form follows function.

Brand Messaging

From simple statements of purpose to detailed frameworks, I distill brands and products to persuasive expressions of value that meet real-world needs.

Writing & Editing

Whether it's UX microcopy or long-form thought leadership, my elegant, audience-first approach to copy builds trust and authority, conveys a point of view, and inspires action.

"Forrest is, without hesitation, the most talented storyteller I have ever known."

— Michele Don Durbin,
former SVP Marketing @ Evernote

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BLURB / Sr. Content Strategist / 2014–2015

Blurb pioneered the self-publishing revolution, raising the bar for independently produced print books, e-books, and magazines with easy-to-use tools. My roles included content marketing, content strategy, brand, copywriting, editing, and web production.

- Developed a multichannel engagement program for novelists.
- Produced webinars, podcasts, blog posts, and email campaigns.
- Wrote/edited product docs, UX microcopy, and support content.

Sr. Content Manager / 2009–2014

- Managed website migration from Ruby on Rails to Drupal CMS.
- Oversaw localization of website content into 7 languages.
- Coordinated content, SEO, and IA for a complete site redesign.

MOTOROLA / Content Manager, MOTODEV / 2006–2009

MOTODEV was a resource for app developers on Android, Linux, and Java, offering SDKs, specs, guidance, and partner services for building and selling apps for Motorola devices. I led editorial and content acquisition.

- Launched a proprietary mobile app store and the Motorola Solutions Catalog website.
- Authored case studies, program materials, technical docs, blog posts, and a style guide.
- Defined use cases and content for a service provider directory.
- Ghostwrote thought leadership articles for program evangelists.

FREELANCE / Book & Magazine Art Direction / 2004–2015

- Designed covers and page layouts for print and electronic editions of novels, biographies, short story anthologies, and newsletters. Clients included small presses, indie authors, professional organizations, and a community radio station.

EDUCATION

STANFORD UNIVERSITY / 1988–1990

HONORS & AWARDS

- Judge, Drum Content Awards (2020 & 2021)
- Marketers that Matter Transformation Journey Award (2018)
- Various photography juried exhibitions & group shows (2013–)
- Board of Directors, Jazz Journalists Association (2006–2011)

COURSEWORK

- 2022 / Fundamentals of Digital Marketing certificate (University of Maryland)
- 2018 / Data-Driven Marketing (Stanford)
- 2017 / The Art & Science of Leadership (Stanford)

INTERESTS

- Creative writing
- Street photography
- Comics
- Jazz
- Defending the Oxford comma against all enemies, foreign and domestic