Hunter Bierce

Creative Strategist & Creative Lead

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PROFILE

Creative Strategist with a background in campaign development, audience insight and creative leadership. I specialise in solving complex communication problems—translating strategic objectives into campaigns that connect with the right audiences and deliver measurable results. Experienced leading multidisciplinary teams across technology, non-profit, finance and consumer sectors.

PROFESSIONAL EXPERIENCE

Direct Resources Group

Creative Strategist ***September 2024 — Present***

Direct marketing agency specialising in response-led campaigns across print and digital channels.

- Identified donor fatigue across Glacier National Park Conservancy's legacy appeals and developed a progress-driven messaging strategy that helped raise $4.9M across 53 conservation projects in 2025.
- Led GFiber's consumer-facing creative strategy during its separation from the Alphabet/Google masterbrand, balancing the need for an independent identity with acquisition performance.
- Translated GFiber C-suite brand vision into high-performing direct marketing, achieving a 4.67% cold acquisition conversion rate and expanding creative concepts into national billboard campaigns.
- Led multidisciplinary teams of designers, developers, and strategists while partnering with clients to deliver integrated campaigns across technology, non-profit, financial services, and home services.
- Applied response analytics and iterative testing across direct mail and email, identifying winning messaging angles that doubled response rates over legacy controls in key campaign cycles.

Swell Media Solutions

Account Manager ***November 2023 — June 2024***

Boutique agency supporting local business through digital, social, and growth-focused campaigns.

- Led editorial strategy for Housing for Bellingham, using long-form policy content to shape conversations around urban growth, translate legislation, and connect residents with opportunities for public input.
- Scripted short-form video content for sensitive client accounts, using empathetic voiceover storytelling to achieve viral organic reach and drive a 300% increase in social engagement.
- Managed client relationships across multiple sectors, using platform analytics and audience sentiment to refine messaging, content priorities, and campaign performance.

DIVEIN.COM

Head of Ski and Outdoor ***March 2021 — November 2023***

SEO-driven outdoor gear review publication.

- Identified an opportunity in years of overlooked content and built new Ski and Outdoor editorial verticals from the ground up, establishing the content strategy, standards and production workflows.
- Line managed an international remote team of writers, running weekly collaborative workshops to develop writers' skills in North American voice and SEO best practices.
- Scaled organic search past 200,000 monthly clicks, enabling both verticals to spin out into standalone publications.

EDUCATION

University of Washington, Seattle, WA

BA Creative Writing, Minor Comparative History of Ideas

SKILLS

Creative Strategy | Campaign Strategy | Messaging Strategy | Audience Insights | Brand Strategy & Evolution | Creative Direction | Integrated Communications | Content Strategy | Campaign Development | A/B Testing & Analytics | Stakeholder Management | Line Management & Leadership | Public Policy Communications | SEO