

Patrick Hyde

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Professional Summary

Brand, content and communications leader who turns complex products into stories that earn press, win awards and drive pipeline. At Curran, led a company-wide rebrand, secured an iF Design Award, brought the brand to Milan Design Week and earned coverage in Dezeen, Mix Interiors and Gray Magazine. Pairs an editor's background with hands-on marketing operations: rebuilt lead triage in HubSpot (speed to lead from 3+ days to under 1 hour), led a 2,000+ page migration to Contentful, and doubled organic traffic. Leads a five-person team and specialist agencies across RevOps, technical SEO, paid media and branding.

Professional Experience

Head of Content & Marketing — Curran · Sept 2024 – Present *Manufacturer of performance flooring for the A/E/C and design industry*

- Lead brand strategy, public relations and content marketing for Curran and its SynSisal® product line, partnering with executive leadership, product development and sales to align marketing with business goals.
- Launched a company-wide rebrand with new brand identity and architecture across the Curran portfolio, and led the accompanying SEO domain migration with a technical SEO agency.
- Secured an iF Design Award for the flagship SynSisal® product and led Curran's first-ever appearance at Milan Design Week, building international design industry recognition.
- Directed the go-to-market launch of SynSisal® Tile and built lead generation targeting commercial designers at firms including Gensler, Snøhetta and BIG, as well as retail clients.
- Partnered with a RevOps agency to build lead triage and routing in HubSpot CRM from scratch, cutting speed to lead from 3+ days to under 1 hour, often within 5 minutes.
- Built relationships with design media, securing editorial coverage in Dezeen, Mix Interiors and Gray Magazine.

- Manage a five-person team and direct agency partners across RevOps, paid media, technical SEO and branding (Peopledesign).

Content Manager — Curran · *Dec 2020 – Sept 2024*

- Led a content team producing editorial storytelling, case studies and brand assets across multiple brand websites, including high-profile commercial and hospitality projects.
- Directed SEO and content strategy that grew organic traffic 100%.
- Project-managed a 2,000+ page migration from a custom CMS to Contentful without loss of search performance.
- Oversaw a \$450K paid media budget, improving ROAS from 2.0 to 3.2 in one year, and managed vendor relationships and new product launches.

Marketing Consultant — Olympic Construction Services · *Apr 2020 – Dec 2020*

- Built and maintained the company website and all web content, including SEO-driven copy for A/E/C audiences.
- Ran social and email campaigns that secured meetings with manufacturing partners, resulting in new business partnerships.

Career Sabbatical, Wine Industry · *Feb 2019 – Apr 2020*

- Worked wine harvests at DeLille Cellars (Washington) and Hardy's Tintara (South Australia).

Marketing Content Manager — Optimal · *Dec 2016 – Feb 2019*

- Developed consumer-facing content and B2B SEO strategy to drive traffic across existing and new web properties.
- Designed and ran content and outreach campaigns for academic and editorial audiences, growing the site's link portfolio 4× in under a year.

Senior Editor — Health Fitness Revolution · *Dec 2015 – Dec 2016*

- Created the editorial calendar and wrote content for the organization's online magazine, reaching a social audience of 200,000+ and total readership of 2M+.

Earlier experience: Freelance eCommerce Copywriter (Dotdash, Lifewire, HowStuffWorks); Freelance Writer & Editor (Los Angeles Review of Books, Listverse); Teaching Assistant/Lecturer, University of Houston.

Education

- **MA, History** — University of Houston, 2015
- **BA, History & English** — Texas A&M University, 2013

Core Skills

Brand & communications: Brand Strategy • Public & Media Relations • Editorial & Narrative Content Strategy • Product Launches • Design Award Submissions • Trade Shows & Events

Marketing operations & digital: HubSpot CRM & Lead Management • Contentful & CMS Migrations • Technical SEO & Domain Migrations • Paid Search & Social • Email Marketing

Leadership & tools: Team Leadership • Agency Management • Cross-Functional Collaboration • Adobe Creative Suite • Microsoft Office