

Doug Wagner



BRAND STRATEGY & COPYWRITING

San Diego, CA | [linkedin.com/in/dougawagner](https://www.linkedin.com/in/dougawagner) | dougawagner.com

Profile

Award-winning brand strategist, copywriter, and creative leader with 20+ years' experience in verbal identity and communications. Proven track record of shaping high-impact B2B and B2C brands, leading creative teams, and delivering strategic insights that drive engagement and advance business growth. Purpose-driven with a passion for work that makes a difference. PADI-certified Divemaster and lifelong ocean advocate.

Experience

Senior Brand Strategist | Ignyte

2019–Present | Remote | *Branding Agency*

- Shaped brand strategy, verbal identity, and brand architecture for global brands across a broad spectrum of industries including healthcare, technology, life sciences, adventure and more
- Managed data-driven brand positioning projects, from research to strategy to identity to activation, resulting in high-impact brands that drove \$12b+ in global revenue
- Led cross-functional team of copywriters and designers in the creation of powerful brand experiences that increased brand awareness by 175%
- Leveraged leading-edge AI tools to build digital-first brand training ecosystem that boosted audience engagement by 300%+

Senior Copywriter | Ignyte

2016–2019 | San Diego | *Branding Agency*

- Wrote dynamic brand messaging that elevated positioning, enhanced engagement, and increased conversion rates 225%+ across channels, from landing pages to social to video and beyond
- Crafted high-impact brand names and taglines for a range of \$1b+ brands
- Wrote 200+ blog posts and newsletters that generated \$10m+ of inbound leads
- Ghostwrote thought-leadership pieces for *Inc.*, *Forbes*, *HuffPost*, *Medium*, etc.

Communications Consultant | Self

2013–2016 | San Diego | *Freelance*

- Provided branding, marketing, and communications services that drove \$100m+ in business growth for clients in a broad spectrum of for-profit and nonprofit sectors
- Developed strategic content for global brands including T-Mobile, Westfield, Myriad Genetics, ECI, BFG, BioClarity, Sundance Spas, Orison, and more

Director of Communications | Father Joe's Villages

2011–2013 | San Diego | *Nonprofit Homeless Services Provider*

- Oversaw communications for the region's largest residential homeless services provider, including TV, radio, social media, media relations, and event promotion
 - Spearheaded integrated fundraising campaign to a donor database of over 200k constituents, netting \$2m+ in revenue in first year alone
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Education

Bachelor of Arts

Philosophy & Religious Studies
University of California, Santa Barbara

Skills

Brand Strategy | Brand Research | Brand Architecture
Verbal Identity | Naming | Copywriting | AI | CRM |
WordPress | HubSpot | Figma | Canva | Notion | Miro |
Asana | Google Suite | Microsoft 365 | Adobe CS