

CLARK GURDEN

Senior Technology Copywriter | Product Messaging, Positioning and Launches

Greater Lansing, Michigan | U.S. Remote | Authorized to work in the U.S.
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Portfolio: cybervargr.github.io/clark-gurden-portfolio

SUMMARY

I turn technical specifications into a product story people can understand. In ten years at Acer's global headquarters, I worked from engineering inputs and product priorities through positioning, message hierarchy and finished copy. The work had to pass technical and legal review and give regional teams a clear source to adapt.

CORE SKILLS

Product positioning | Value propositions | Message hierarchy | Technical to benefit translation | Brand voice | Global launch communications

Website and landing page copy | Campaign and email copy | Video scripts | Retail and A+ e-commerce content | Packaging | Reviewer guide and product summaries | Technical product sheets | SEO and FAQs | Competitive search analysis

PROFESSIONAL EXPERIENCE

ACER INC. | Global Headquarters, Taipei, Taiwan | April 2016 to July 2026

Marketing Supervisor, Head Gaming Copywriter | June 2021 to July 2026

- **Global launches.** Wrote English source messaging for 20 to 30 Predator and Nitro launches annually across EMEA, Pan America and Pan Asia Pacific. Covered gaming systems, AI PCs, displays, handhelds and peripherals.
- **Product positioning.** Set key selling points and message hierarchy from product and engineering inputs. Chose the leading benefits and built global master copy for regional adaptation.
- **Copy across formats.** Translated technical features into benefits for website and landing page copy, campaigns and email. Adapted the product story for retail, e-commerce, packaging and video scripts.
- **Predator Gaming Technology Hub.** Noticed the same technologies were repeatedly explained across product pages. Proposed a shared destination and developed its information architecture, navigation, content hierarchy and copy.
- **Cross-functional review.** Met weekly with product managers to keep concurrent launches on schedule and catch specification changes early, worked daily with designers, legal, web operations and regional marketing, and escalated to engineering and R&D to confirm any claim before it entered marketing content. Tracked deliverables and regional dependencies in Adobe digital asset management.
- **Competitive search.** Used SEMrush and web analytics to track which brands held key terms, visibility between product generations and gains or losses in search share of voice. Applied findings to page structure, keyword placement and FAQs.
- **Predator Atlas 8.** Led product messaging and master copy for Acer's first Predator gaming handheld, introduced at Computex 2026. The device received hands-on coverage in Digital Trends.
- **Technical product sheets.** Produced technical product sheets spanning Acer's full brand portfolio, from commercial desktops and all-in-ones to consumer notebooks and AI PCs. Turned specification files into one page documents for regional tenders and partner sales.
- **Reviewer guide and product summaries.** Wrote the Predator Atlas 8 reviewer guide and product summaries for press, influencers, regional teams and internal stakeholders, explaining product features, customer benefits and the intended messaging.

Gaming Brand Specialist, Creative Copywriter | April 2016 to June 2021

- **Brand development.** Joined when Predator was a small set of devices with little differentiation in its naming and pages. Helped develop its voice and content structure, and wrote launch messaging for the Predator 21 X, Triton 900 and Thronos.
- **Product naming.** Selected the Acer Swift and Spin and Predator Helios, Triton, Orion, Galea, Aethon, Cestus and Bifrost names through director approval and legal clearance. Most remain in use.
- **Predatorverse.** Originated the 2018 narrative adapted by outside writers and agencies into graphic novels and campaign films. The subsequent PredatorVerse 2019: Summon Your Strength video received an iF Design Award in 2020.
- **Press events.** Presented Acer gaming products at next@acer global press events between 2018 and 2024.

EARLIER WORK

Freelance Web Content Writer | Taipei, Taiwan | 2012 to 2016. Marketing content and web copy for creative agencies and their clients.

Sales Representative and Computer Technician, Discount PC | Lansing, Michigan | 2000 to 2003. Built and sold custom desktop PCs and components.

EDUCATION

Grand Valley State University | B.A. History | 2001 to 2005

TOOLS AND WORKFLOW

SEMrush | Web analytics | Adobe digital asset management | Enterprise CMS | Microsoft 365: PowerPoint, Excel, Word | Google Workspace | Canva | Adobe Photoshop and Adobe XD in earlier years

Built an AI assisted product sheet workflow using Claude, with human review of every claim, spec and voice decision. Use ChatGPT and NotebookLM for research and source extraction.