




# David Pennington



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 Asheville, NC

 <http://dtpennington.com>

## CERTIFICATES

**Cicerone - Beer Taster** 

Level 1

**Ordained Minister**

Universal Life Church

**Eagle Scout**

Is this still a thing that matters?

## PUBLICATIONS

**The End of Endless Content**

2021

A Manifesto for Modern Creators

## PROFILE

Perpetually self-employed generalist. Language is a tool, writing is a superpower. I want to see how I can completely wreck the way you see the world.

## PROFESSIONAL EXPERIENCE

**OutWord, Chief Provocateur** 

2014 – present

I'm not a fan of the marketing/ advertising/ content space as we know it and I'd like to do whatever I can to change what it is. Taking an anti-Algorithmic approach, I work with individuals, companies, and brands to help them discover and take hold of their story. I have advised the launch of companies, developed marketing for company-wide rebrands, and dug marketing departments out of their creative funks. It's loads of fun.

**Purch - ActiveJunky.com, Sales Operations Manager**

2017 – 2018 | Denver

Recently acquired by Purch, ActiveJunky was an affiliate/cashback juggernaut in the outdoor gear market. As the Sales Ops Manager, I leveraged web traffic for display, video, advertorials, and affiliate opportunities and ensured both sides of the business talked to each other. Eventually, someone in East Europe wrote three lines of code that automated me out of this job. Alas.

**Altitude Digital Media & Others,  
Advertising Technology Generalist**

2012 – 2017 | Denver, CO

Those internet ads you love to hate (and inevitably block)? Yup, that was me. What you don't see is the cashflow from advertisers to content publishers for algorithmically-driven ad placements. Between sales operations and account management, I oversaw the growth of publisher supply and advertiser spend, averaging a 12% increase YOY.

## EDUCATION

**B.A. - English Language & Literature, Applied Linguistics,  
University of Northern Colorado** 

Greeley, CO