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Norwich, UK · Remote · Will travel

Paul Cullen

Senior Copywriter · Creative Lead · Content Strategist (iGaming)

Former journalist with 20+ years in online gaming copy and creative. I write brand lines, campaigns, UGC and influencer ad scripts, CRM and email, SEO and long-form content, and PR stunts that get attention and drive acquisition and retention. Clients and employers include McLuck, PartyGaming, Absolute Poker, BetonSports, Casumo, Mansion, 32Red and Clickout Media.

SELECTED RESULTS

41%
Email response rate

6×
Return on spend

1,459
Funded accounts in a month

37k + 22k
Social followers built

4+ years
Casumo line still live

US TV
Press from one stunt

INDUSTRY FIRSTS

- Introduced the first online deposit bonus (Intertops)
- Introduced reality-TV betting on US Survivor, featured on American TV
- Launched Intertops Poker, the first PartyPoker skin
- First direct-mail campaign by an online sportsbook (Intertops)
- First March Madness "Win a Million" pool tournament
- Led the Absolute Poker rebrand after the cheating scandal, creating the CEREUS brand

EXPERIENCE

2024 – 2026

Casino Industry Expert & Journalist · Clickout Media: Techopedia, Gambling Insider, CardPlayer, CasinoBeats

- Long-form guides and features on casino games, poker and gambling, from blackjack side bets to how casinos make money from poker.

Ongoing

Freelance Creative, Content & Copy · Self-employed

- Clients include McLuck, Casumo, Mansion, 32Red, BetOnline, Bodog, InterCasino, Casino.com, SlotsHeaven, Blexr, Convertonet, CanarySquares and WhichSlotMachine.
- UGC and influencer ad concepts and scripts, blogging, branding, editorial, SEO content and social media.

EARLIER CAREER

Creative Advisor & Content · Mandalay Media Group (Costa Bingo, Casino Choice)

- Content across Mandalay brands; social marketing, campaign and PR ideas; liaison with external marketing partners.

Creative Advisor · Absolute Poker & UltimateBet

- Led the full rebrand of Absolute Poker after the cheating scandal: strategy, creative, PR, TV and email.
- Conceived CEREUS (an anagram of "secure") and all supporting brand assets.
- Created the Phil Hellmuth Roman Emperor concept for the WSOP and the FAME loyalty programme.

Creative Advisor · PartyGaming

- Promotions, content and copy across Party casino, sportsbook, bingo and poker brands.
- Delivered all assets for the PartyPoker loyalty programme; overhauled Empire Poker and PartyGaming email messaging.

Marketing Consultant · BetonSports PLC

- Campaigns, creative and copy across BoSCasino, BoSPoker and affiliated sportsbooks, mainly for the US market.
- Wrote a TV spot performed by Tom Arnold, plus flyers, radio scripts, magazine and direct mail copy.

Marketing Consultant · BetWWTS.com, Antigua

- Record acquisition: 1,459 funded accounts from 2,921 registrants in a single month.
- Launched the BetHoldem.com poker application; oversaw a full site redesign and the WAGERonSPORTS.com launch.

Marketing Consultant, Copywriter & Creative · Intertops.com, Antigua & Salzburg

- Introduced the first online deposit bonus and the first sportsbook direct-mail campaign.
- Created Moolette and introduced reality-TV betting, both covered on US television.
- Managed creative and launch of Intertops Poker, the first PartyPoker skin.

Journalist · Norwich Advertiser / Northants Evening Telegraph

- News reporting and feature writing on regional newspapers.

SKILLS

- Brand lines, slogans, tone of voice
- UGC and influencer ad concepts, hooks and scripts
- Campaign concepts, TV and radio scripts
- Email, CRM, welcome and reactivation journeys
- PR stunts and press releases
- SEO and long-form content, interviews, features
- Social media planning and community
- Marketing calendars, SWOT, launch plans
- AI-assisted drafting with human editing (ChatGPT, Claude, Midjourney)

ALSO

Professional music producer and composer: commissions for Absolut Vodka, BMW/Universal Berlin, Ferrero Rocher and Timotei; albums on INFRACOM Records. Portfolio, case studies and work samples: paulcullen.com. Free test piece on request.