

BRIAN RIPPEE

COPYWRITER



Meet Brian Rippee! Brian moved to Dallas to be a part of the DAR PRO team in August 2020. Born and raised in Jackson, MS, Brian is a graduate of the University of Mississippi. As our copywriter, he creates content for practically everything we need -- he helps write our emails, blogs, presentations, press releases, and much more. In the words of his teammates, Brian is witty and straightforward and has a positive and easygoing attitude. He thrives on deadlines and always is ready to accept the next big challenge.

Learn more about Brian below!

Q: What is your favorite part about your role?

A: Learning new things that I didn't know in the first place. I also like getting to write spotlights on our leaders the most. Even just briefly meet these people in an interview, I learn things about them and their lives I wouldn't otherwise know. I like telling peoples' stories.

Q: What is your favorite thing about working at DAR PRO?

A: There is a lot of growth opportunity within the company. Being around people that are motivated and want to be the best they can be makes for great company culture too. When I was in school, that was something I didn't think about at all. Also, the fact that you can make oil to power trucks out of stuff you make burgers with is crazy to me. I didn't realize this industry and the impact it makes was so large.

Q: How do you help the customer?

A: I view my role as putting information out there for them to understand, trying to make it palatable and digestible makes it easier for the customer. I get to articulate what I am learning and package it into something easy for other people to read, so they hopefully learn too.

Q: What type of work style do you have?

A: I'm not an overly detail-oriented person in life, but in this job role you have to be. The details make the message. I consider that a strength, being able to switch mindsets in and out of work. I don't get worked up about a lot of stuff in real life. I think life experience helps that.

Q: What do you like to do in your free time?

A: I love sports. I like telling stories and writing about people. I like playing golf, but I hate exercising. I like being outside and having a beer. I also host a podcast.

Q: How would you describe the marketing team?

A: Hardworking, adaptable, and friendly. None of us hate each other, so that's good.