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 [LinkedIn Profile](#)

 Brooklyn, New York

# Jordan Jacobson

## COPYWRITER / STRATEGIST

### SUMMARY

A detailed and highly effective **communications strategist** with more than 10 years of experience **developing content** that drives brand awareness and marketing initiatives across all communication platforms. Exceptional collaborative and interpersonal skills for implementing and managing cross-disciplinary teams of designers, art directors, copywriters, for digital, web, mobile apps.

### EXPERIENCE

#### SENIOR COPYWRITER

*The College Board | 2015 - 2016*

Wrote and co-produced numerous videos for various products including a new educational course – AP Computer Science Principles.

- Conceived and completed scores of successful print and digital projects including a 50+ page web property, webinar videos, and a 360 campaign for the new Advanced Placement (AP) program

#### SENIOR COPYWRITER

*Kobie Marketing | 2013 - 2014*

Served as the co-creator of an innovative cutting-edge loyalty initiative for numerous high-profile brands. Wrote copy for diverse formats including digital, print ads, landing pages and mobile apps. \*Conceived new award-winning website for Verizon Small Biz Rewards website.

- Helped drive thousands of new leads and customers for several major clients including Verizon, Royal Bank of Canada, AMC Theaters and TGI Fridays.
- **\*Awarded Silver Addy for Verizon Rewards website.**

#### COPYWRITER I PRODUCER

*Bisk Education | 2011 - 2013*

Wrote and produced copy for a variety of educational entities. Created a new video re-branding strategy for higher educational institutions such as New England College, Valparaiso University and Florida Tech.

- Devised a new lead-generation website as well as microsites and extensive email, landing page and print campaigns to increase organizational awareness.

### EXPERTISE

Writing & Editing ▪ Content Development/Storytelling ▪ Social Media ▪ SEO ▪ Direct Response ▪ Video Production ▪ Direct Response TV ▪ Ideation ▪ Broadcast E-commerce ▪ Commercials ▪ Brand Management ▪ Video Editing ▪ Radio ▪ Print

### EDUCATION

Purchase College (SUNY)

University of Iowa

New York University

### AWARDS

Silver Addy Award //  
Verizon Small Biz website

DMA Echo Silver Award //  
Delta Airlines online promotion

## EXPERIENCE (cont.)

### SENIOR WRITER

*Modus Direct | 2009 - 2011*

Originated and help implement the creative vision for the entire agency. Successfully pitched to a variety of new business clients, creating innovative DRTV spots driving thousands of leads.

- Developed and implemented critical direct response strategies for the company leading to an increase in leads, sales and customer generation.
- Assisted in directing on-camera and voiceover talent.
- Supervised post-production.

### CREATIVE SCRIPTWRITER

*acquirgy/SendTec | 2005 - 2009*

Conceptualized, wrote and produced numerous highly successful multi-channel 360 campaigns to enhance business recognition driving response for Fortune 500 companies. Directed video marketing initiatives and produced television commercials and web content from concept to final delivery. Managed and oversaw project details including communications and brand awareness. Also managed a 15 person in-house creative team.

- Produced award-winning direct response TV commercials (DRTV) and infomercials.
- Delivered projects on time, under budget and marketing drove hundreds of thousands in sales
- Produced and executed all visual and social media components supporting local and national campaigns.

### COPYWRITER

*Digitas/Modem Media | 2002 -2005*

Created online game/promotion for Delta Airlines driving hundreds of thousands of Skymiles visitors and engagement. Worked with internal designers on varied brands including, Delta Airlines, Kraft Foods and Wyeth Pharma.

- Received the prestigious **DMA Silver Echo Award** for Delta Airlines Promotion, "Apples and Oranges"

## INTERESTS

Juvenile Diabetes Research  
Foundation

The Humane Society

Teaching/Coaching Theater &  
Acting (The School for Film and  
Television, New York/LA)

Guitar

Married with two daughters  
one dog.

## REFERENCE

Harry Greene  
President, Waking Dreams Pictures  
813-230-6845  
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Pete Guzzo  
Executive Creative Director  
Kestum Bilt  
813-477-0003  
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