

# Jared Jones

Copywriter, marketer, and a third super cool thing.  
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## EXPERIENCE

### Drizly, An Uber Company, Boston, MA — Senior Copywriter

DECEMBER 2021 —

— All of that stuff below, plus leading brand copy for a \$1B hyper-growth brand through a major brand refresh and acquisition. Responsible for driving brand awareness and brand love across all channels, including CRM, paid/organic social, TV, web, editorial, and content.

### Drizly, Boston, MA — Copywriter

JULY 2019 - DECEMBER 2021

— As first and only copywriter during its highest growth years, responsible for building brand standards to create a unique, ownable, and award-winning TOV. Currently managing junior copywriter.

— Concept and execute major campaigns/activations with high-profile brands including Aviation Gin, Dos Hombres, Tinder, and artists like T-Pain.

— Analyzed consumer data and insights to hit growth targets and optimize future success across all channels.

### Wayfair, Boston, MA — Marketing Copywriter

JANUARY 2018 - MAY 2019

— Conceived and executed major promotions and ad campaigns, with a specialty in email, direct mail, and social media.

— Spearheaded app notification tone of voice, helping increase userbase from 3.5 million to 7 million while streamlining the writing process.

### CagePotato & ScreenJunkies, Los Angeles, CA — Managing Editor/Writer

JAN. 2012 - JULY 2017

— On an extremely limited budget, hired and managed a team of writers while creating daily blog and social content seen by over 1 million monthly visitors.

## EDUCATION

### Hartwick College, Oneonta, NY — B.A., English

SEPT. 2007 - MAY 2011

— Graduated Cum Laude with a GPA of 3.64

— Presidential Scholarship and Dean's List student 2007-2011

## PROFILE

**Thirteen years' experience** in digital media editorial writing, editing, and marketing for clients including FOX Sports, Upworthy, and UPROXX.

**Five years' experience** in creative marketing and copywriting. Areas of expertise include email, product, direct mail, social media, and TV.

**Proficient in:** copywriting, scriptwriting, content marketing, SEO, email/CRM analytics, and brand development.

**Exceptional researcher/interviewer** well-versed in editorial pieces, press releases, daily trade news, blogs, and social media.

## REFERENCES

**Sarah Holcombe**, Head of Copy at Drizly.  
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**Sam Yazejian**, former designer at Drizly.  
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**Allison Boyajian**, former Senior Brand Manager at Drizly  
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**Deb Fulop**, former Senior Graphic Designer at Wayfair  
617-895-9392