

Jared Jones

Copywriter, marketer, and ardent defender of the Oxford comma.

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EXPERIENCE

Drizly, Boston, MA — Senior Copywriter

JULY 2019 - PRESENT

– 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, and content.

– 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 2016

– 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

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

Four 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 analytics, and brand development.

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

REFERENCES

Sam Yazejian, former designer at Drizly.
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(617) 599-8271

Allison Boyajian, Senior Brand Manager at Drizly
Amboyajian@gmail.com
(518) 727-7311

Deb Fulop, Senior Graphic Designer at Wayfair
617-895-9392