Jay Huiberts

949-735-3011
jay.huiberts@gmail.com
www.jayhuiberts.carbonmade.com

BRAND VOICE • CONCEPTUAL DEVELOPMENT • CREATIVE DIRECTION • CONTENT CREATION • SEO

What I can do for any brand.

I am an imaginative team leader and visionary conceptual thinker with proven expertise in effectively captivating B2B, B2C, and D2C audiences. A passionate, award-winning creative director, a versatile copywriter, and a marketing director that can catapult a 'big idea' across multiple touch points and mediums. Strategy-driven solutionist with in-depth knowledge of developing and launching brands – while crafting the voice and overall tone for corporate communications.

- **Big brand experience** – *Comcast, Dish Network, Ersnt & Young, GE Capital, Goodwill Industries, Ingram Micro, Isuzu, Kia, Mazda, Metrolink, Slater's 50/50, Time Warner Cable, and YP.*

WORK

June 2022 – present — **Verbal Designer/Brand Voice**

DIO USA Corporation

Costa Mesa, CA • http://www.diodigitalacademy.com

Company: *DIO is dedicated to transforming traditional dentists into leaders of digital dentistry. From world-class education through the DIO Digital Academy to their innovative DIOnavi dental implants, DIOnavi digitally-guided workflow, and DIOnavi Full Arch systems – they're the one-stop shop to poise a dental practice for further growth.*

My role: *Redeveloped company voice. Rebranded website. Meta tags. LinkedIn, Instagram, and Facebook posts. Email campaigns. eNewsletters. Press releases. Flyers. Event promotions. Video storyboards. Sales emails.*

October 2011 – present — **Creative Direction/Branding**

Jay Huiberts Creative

Long Beach, CA • http://www.jayhuiberts.carbonmade.com

Freelance or onsite Strategic Positioning, Branding, Creative Direction, and Copywriting.
Full service integrating marketing and advertising remotely.

Clients

ACI Jet	*ClearWin Technologies*	*Creative Productions*
LifePharm	*Macair Flight Support*	*Powerstone Property Management*
Sphuler Associates	*W Brand Studio*	*Wehco Video*

November 2021 – May 2022 — **Senior Copwriter/Brand Voice**

Camino Financial

Los Angeles, CA • http://www.caminofinancial.com

Company: *Fintech platform pioneering access to affordable credit for underbanked Latinx businesses. First AI-powered, Community Development Financial Institution (CDFI) fueling generational wealth.*

My role: *Create all concepts/copy to increase user conversion rates and llower customer acquisition cost. Goggle Display and Facebook advertising campaigns. Website pages. Landing pages. SMS and email journeys. Ghost writing for CEO. Pitch articles. Content calendars. Press releases. eBooks.*

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WORK

September 2021 – November 2021 (Contract) **Copywriter/Brand Voice**

WeSpire

Boston, MA • http://www.wespire.com

Company: *WeSpire transforms Fortune 500 companies to become more purpose-driven. Their award-winning, human-centric programs have empowered over 100 companies who collectively have nearly 5 million employees from 146 countries. Corporate ESG goals are achieved through behavioral-changing campaigns that focus on Inclusive Culture, Sustainability, Wellbeing, and Social Impact.*

My role: *Redeveloped company voice. Website updates. One pagers. LinkedIn posts. Tweets. Facebook posts. Email campaigns. Landing pages. Google PPC. Case studies. HR Executive targeted emails.*

April 2019 – October 2021 **Marketing Copywriter/Brand Voice**

BIMobject

Burbank, CA • http://www.bimobject.com

Company: *BIMobject is where the world's leading building manufacturers come to create, host, maintain, syndicate, and publish digital replicas of their branded products. Their proprietary platform – BIMobject Cloud – houses the largest database of building information components on the planet. These downloadable files enable architects, engineers, and designers to accurately render their plans. This minimizes confusion, maximizes communication and empowers better decision-making before construction takes place. BIMobject is a publicly-traded technology company on NASDAQ OMX: ticker BIM and acknowledged by the investor community with a Top 100 Red Herring Global Award.*

My role: *Created brand messaging while building a corporate voice for all global communications. Wrote blogs that promoted their customers' products and how many downloads they were generating through BIMobject. Crafted customer journey email campaigns, press releases, and website content.*

February 2017 – June 2017 (Contract) **Chief Marketing Officer**

ClearWin Tecnologies

Irvine, CA • http://www.clearwintechnologies.com

My role: *Complete rebrand of a local tech company and launched their first product – the School Zone app. From Brand Positioning to Corporate Identity and all consumer-facing touch points – I defined the company as people creating technology that helps your people communicate. For small-to-medium sized companies ClearWin can implement a single-source software system that'll manage 100% of your business.*

In the education sector, their exclusive app enables kids to stay connected with teachers, students, parents, and PTAs 24/7. It's the only app of its kind that doesn't charge an annual fee.

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SCHOOL

Section4
Online Sprint

The Leaders Institute — **Fearless Presentation**
Los Angeles, CA

Learning Tree University — **Marketing / Presentation**
Irvine, CA

Cypress College — **A.A. Degree in Advertising**
Cypress, CA

Advertising Center — **Creative Concept**
Cypress, CA

Platt College — **Graphic Design Diploma**
Santa Ana, CA

AWARDS

American Advertising Federation – Addy Awards — **Silver, Bronze**
Online/Interactive B2B Website – www.wbrandstudio.com
Online/Interactive Consumer Website – www.theedmon.com

Herme Creative Awards — **Gold, Platinum**
Consumer Website – www.theedmon.com
B2B Digital Website – www.shoringengineers.com
B2B Website – www.brandstudio.com
B2B Digital Website – www.multimedicalsystems.com
Small Business Digital Website – www.renewlandscapes.com

Summit Awards — **Gold, Silver**
"Easy at AZ" Television Campaign, Arizona Federal
"Kids That" Self Promo, Szenderski/Rohani
"IT Prose" Radio – $1,000 to $2,500, Net-Strike Worldwide
"Now RecruITing" Outdoor – Single, Net-Strike Worldwide
"Famous Madisons" Miscellanous Print, Ray & Brenda Baird
"Severe Tire Damage" Self Promotion Specialty Item, RiechesBaird Advertising