



BRAND STRATEGY • CONCEPTUAL DEVELOPMENT • CREATIVE DIRECTION • CONTENT CREATION • DIGITAL MARKETING
JAY HUIBERTS 949-735-3011 • jay.huiberts@gmail.com • www.jayhuiberts.carbonmade.com

What I Can Do For Any Brand.

I am a creative team leader and visionary conceptual thinker with proven expertise in effectively captivating both B2B and B2C industries. A passionate, award-winning creative director, versatile copywriter and 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 includes Comcast, Dish Network, Ernst & Young, GE Capital, Goodwill Industries, Ingram Micro, Isuzu, Kia, Mazda, Metrolink, Time Warner Cable and YP.

WORK

October 2011-present

Creative Direction • Copywriting

Jay Huiberts Creative

Long Beach, CA • www.jayhuiberts.carbonmade.com

*Freelance or onsite Strategic Positioning, Creative Direction and Copywriting.
Full service integrated marketing and communications from home.*

CLIENTS

ACI Jet

BIMobject

ClearWin Technologies

Ingram Micro

LifePharm

Macair Flight Support

Powerstone Property Management

W Brand Studio

Wehco Video

April 2019-February 2020 (Contract)

Marketing Copywriter

BIMobject

Burbank, CA • BIMobject.com

Create meaningful brand messaging while building a corporate voice across all global communications. Wrote over 260 original articles for various marketing projects including customer-success blogs, press releases, customer acquisition emails, website content, pay-per-click ads, search engine optimization and presentation sales decks.

BIMobject® is where the world's leading building manufacturers come to create, host, maintain, syndicate and publish digital replicas (BIM objects) of their branded products. The platform as a service company is home to the BIMobject Cloud, which houses the largest database of building information components (BIM objects) on the planet.

February 2017-June 2017 (Contract)

Chief Marketing Officer

ClearWin Technologies

Irvine, CA • ClearWinTechnologies.com

Complete rebrand of a local SaaS 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 educational sector, their exclusive app enables schools 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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WORK

October 2016-December 2016 (Contract)

Digital Copywriter

Ten-X

Irvine, CA • <http://www.ten-x.com>

Responsible for brand voice and corporate tone for two core business divisions: Ten-X Homes and Auction.com. The parent company (Ten-X) had just been rebranded. I was brought in to define each sub-brand's promise and personality traits.

Conceptual development and content creation of corporate and product websites, Zillow ads, real estate agent acquisition flyers, landing pages, thank you emails, search engine optimization, email drip campaigns, product promo videos, auction reminder banners, as well as ghost-write letters for upper management.

October 2015 - October 2016 (Contract)

Chief Strategy Officer/Content Creation

W Brand Studio

Newport Beach, CA 92660 • www.wbrandstudio.com

Brought on board to reposition the eighteen-year-old agency under the new tagline of Totally Branding. Crafted the studio's new voice, market messaging and website content—which garnered a Silver Addy Award for best B2B Website in 2017. Also attracted new clients, developed brand positioning/brand promise, plus created go-to-market strategies for Shoring Engineers, Sentry Control Systems, Pure Elements Water, PCH Exclusive Homes, Little Owl, HoneyMee, Renew Landscapes (Platinum MarCom Award winner 2017), Shigeru Kawai, MultiMedical Systems and The Edmon.

April 2015 - August 2015 (Contract)

Marketing Manager

ChromaDex

Irvine, CA 92618 • <http://www.chromadex.com>

Responsible for brand positioning and company messaging (visually and verbally) for their core business products/services including unsurpassed reference standards, state-of-the-art analytical testing, authoritative source consulting, and scientifically proven ingredients.

Creation and management of corporate and product websites, press releases, leaderboards, print ads, sales materials, search engine optimization, email campaigns, trade shows, sales and investor presentations, plus new product nomenclature and launches.

September 2014 - April 2015 (Contract)

Marketing Copywriter

Quantum Learning Network

Oceanside, CA • www.qln.com

Responsible for brand positioning and creating the corporate voice for all internal and external communications. Lead generation campaign development and CRM implementation. Concept various marketing tactics including eNewsletters, eBlasts, blogs, press releases, auto-responder emails, sponsorship letters, directory descriptions, banner ads, landing pages, flyers, and print ads. Complete website rebrand on two flagship products—SuperCamp.com and QuantumLearning.com.



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SCHOOL

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 Classes
Los Angeles, CA

Platt College Diploma in Graphic Design
Santa Ana, CA



Westminster High Diploma
Westminster, 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.wbrandstudio.com
B2B Digital Website—www.multimedicalsystems.com
Small Business Digital Website—www.renewlandscapes.com



Summit Awards Gold & Silver Awards
“Easy at AZ” Television Campaign, Arizona Federal
“Kids That” Self Promo, Szenderski/Rohani
“IT Prose” Radio—\$1,000 to \$2500, Net-Strike Worldwide
“Now Recruiting” Outdoor—Single, Net-Strike Worldwide
“Famous Madisons” Miscellaneous Print, Ray & Brenda Baird
“Severe Tire Damage” Self Promotion Specialty Item, RiechesBaird Advertising

