

## **John Jacob**

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### **About Me**

During my 12 years in advertising, I've worked on nearly every type of client in nearly every type of medium. Whether I'm writing webpages for the future of fleets or scripts for holiday hams, I always make sure the copy is engaging, strategic and on brand.

### **Experience**

**05/2022 - 03/2024**

**Creative Director** Media Logic

- Wrote and oversaw Medicare Advantage advertising for MVP Health Care, Quartz, and Blue Cross Blue Shield of Massachusetts.
- Also wrote for financial services including Visa and Zions Bank as well as fintech service Bread Financial.

**06/2018 – 05/2022**

**Senior Copywriter** McCann Detroit

- Led the copywriting for General Motors Fleet, overseeing the website's rebuild on the Quantum platform and authored the copy style guide.
- Oversaw the development of GM Fleet's EV messaging.
- Managed and mentored other writers and art directors on GM Fleet projects.

**08/2012 - 06/2018**

**Senior Copywriter** Doner Detroit

- Pitched Ally Financial, JCPenney, Purell, Beaumont Hospital and Children's Mercy.
- Created TV, print, digital, and social ads for ADT, Walsh College, Children's Mercy, Summa Health, Beaumont Hospitals and Smithfield.

**03/2011 – 08/2012**

**Copywriter** Digitas Boston

- Produced print and digital work for both Bank of America and Sprint.

## **Education**

**FIU/Miami Ad School:** Masters of Science in Strategic Communications + Copywriting Portfolio Program

**Michigan State University:** Bachelors of Arts in Advertising