Jason Postelwait

Sr. Copywriter

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Summary

Senior Copywriter with 20 years of experience crafting impactful B2B and B2C campaigns across diverse industries, including tech, healthcare, retail, and education. Proven expertise in digital, social, and traditional media, with a track record of driving brand growth and audience engagement for top clients such as Verizon for Business, T-Mobile, Ancestry.com, GE, KFC, and more. Adept at strategic messaging, creative development, and content creation, contributing to award-winning campaigns and measurable business outcomes. Skilled in balancing creativity with strategy to deliver compelling storytelling and innovative marketing solutions.

Work Experience

Sr. Copywriter

Apr 2025 – Dec 2025

Dentsu Creative • Louisville, Kentucky

This was an opportunity to work across a mix of B2B and B2C projects, and I joined the team initially for my telecom experience to support T-Mobile for Business. My role focused on helping the brand attract both public- and private-sector clients through strategic social content—both paid and organic.
When T-Mobile shifted work to a new in-house team, I was selected to transition onto the Dollar General account. This was a full-circle moment, allowing me to build on my earlier experience with their promotional and circular advertising from my days at BOHAN. On the agency side, I contributed to major campaigns and high-stakes projects as we aimed to become their AOR.
During my time on the account, I contributed to several traditional and social initiatives, including Dollar General's 2025 holiday campaign, supporting strategy, messaging, and creative development.

Sr. Copywriter

Jul 2022 – Mar 2025

Publicis Sapient • Louisville, Kentucky

My first role here was on the recruitment team helping us court some of the most savvy, intelligent, empathetic, cooperative, genuine, and talented humans in the world to join our global force for good. After a year, I changed over to an internal studio team - a much more traditional/agency-feeling (all-B2B) role, helping attract organizations looking to identify, develop, and cultivate opportunities for digital business transformation (DBT). While there, I wrote case studies, social, email and traditional campaigns to support Publicis Sapient's global aims to be top-of-mind as the premier expert in DBT solutions--solutions that bring companies into the future.

Sr. Copywriter

Oct 2021 – May 2022

GoNoodle • Nashville, Tennessee

I flipped the script and left the agency world to help kids discover their relationship and connection to movement, exercise, and mindfulness. GoNoodle strives to be a force of joy, health, and self-discovery for kids and the adults who love them... and I'm all. About. That.

In my short time here, I assisted in building the foundations of GoNoodle's brand. This includes what GoNoodle (and its charming IP) look, sound, and feel like, and how it successfully communicates to multiple audiences in a way that is uniform, unified, and authentically them. I also wore multiple hats, contributing to said communication in email, blog posts, social, site copy, and more. This role was 99% digital, and my first time serving on a marketing team (vs. creative) - so I received a crash course in PR - specifically press releases, which was... character building. Speaking of which, I also had an opportunity to help develop our existing characters and assets in small ways, enriching their backstories, helping them engage with our audiences even more, and take them places they've never gone before.

Sr. Copywriter

Oct 2020 – Oct 2021

Revive • Nashville, Tennessee

Who says healthcare advertising can't be breakthrough, "sexy," or engaging? We believed the industry could be taken into that space, and Revive is doing that step-by-step every day. While I was here, I had the privilege of contributing to many campaigns that truly pushed the envelope in areas where the world needed succinct, honest messaging that spoke to people. Nowhere was that more evident than helping multiple health systems address some of the public's concerns in getting vaccinated during a global pandemic. Or starting to build bridges to historically underrepresented groups. I enjoyed my time here, knowing some of our work was really helping people find and enjoy better health.
Clients served include VCU Health, UNC Health, UC Davis, Children's Hospital of Philadelphia, Cincinnati Children's Hospital, Montefiore Health System, Atlantic Health System, Tenet Healthcare, UAB Health System, ResMed, Hoag Health Network, Henry Ford Medical Center, American Hospital Association, Association of Critical Care Nurses, Franciscan Missionaries of Our Lady, and Avantor.

Sr. Copywriter

May 2019 – Mar 2020

OH Partners • Phoenix, Arizona

This was a great gig working for one of the fastest growing independent agencies in the nation at the time. Naturally, I touched almost every single new business RFP, pitch, request, etc., and got to play in a variety of media including a lot of social and digital. I got to explore everything from crazy activations, to stunts, to left-field traditional ideas. It was refreshing to get more into writing for social, researching emerging tech-driven solutions, and thinking outside the proverbial box. Until COVID hit.
Clients served include Salt River Project, Avnet, ArmorAll, STP, A/C Pro, The Arizona Lottery, Gila River Hotels & Casinos, Maryland LIVE!, PlayStation Fiesta Bowl, Cheez-It Bowl, Arizona Department of Health Services, Flower Child, Valley Metro, First Credit Union, Independent Financial, GoFlat, and in-house/new business projects.

Sr. Copywriter

Mar 2016 – Oct 2018

The Tombras Group • Knoxville, Tennessee

I loved the plethora of fun projects I was a part of over the years here, expanding my experience not only as a writer, but as a producer, an ad hoc creative director, an editor, and more. Since we were in a satellite office, I was entrusted with a lot of direct client contact, and a lot of on-the-ground production. I wasn't just writing the radio spots, but forging relationships with recording studios, directing talent, scheduling booth time, and being there to ensure the finished product sounded great. I was overseeing video edits. I was sometimes asking the questions off-camera, or helping to arrange sets and wrangle talent. Once again, it was really fun to get my hands dirty on projects for big brands, and national accounts. I did a fair amount of travel (both on projects, and back to the mothership in Knoxville), and we continued to win regional and national awards--that never hurt.
Clients served include Coca-Cola, McDonald's, Daimler, The National Highway Traffic and Safety Administration, General Electric, Haier, Hotpoint, Krystal, The National Retail Federation, Orangetheory Fitness, Freightliner Trucks, KentuckyOne Health, Crystal Coast North Carolina, Tri-Star Health Systems, Universal Companies, Kala Beans, Pilot Flying J Corp., Check Into Cash, and Weigel's.

Sr. Copywriter

Sep 2015 – Mar 2016

Scoppechio • Louisville, Kentucky

A brief return to the mid-sized, regional agency scene. I worked on an endless supply of healthcare material for CHS, contributed to multiple new business pitches, and helped out where I could, writing pretty much everything under the sun. Since we were staffed with tons of millenials, they leaned on us to do a lot of grassroots, influencer-type, and social media experimental stuff for some of our more open-minded clients. I had a blast shooting some quirky and off-the-cuff stuff with friends for Thorntons, and Louisville's airport.
Clients served include Kentucky Fried Chicken, General Electric, Humana, Community Health Systems, Thorntons Oil, Louisville Gas & Electric, Kentucky Tourism, Louisville Regional Airport Authority, Louisville City Football Club, and Longhorn Steakhouse, as well as supporting new business pitches and non-profit clients.

Sr. Copywriter

Nov 2013 – Mar 2015

MRM // McCann • Salt Lake City, Utah

This was almost entirely a B2B experience, with the opportunity to serve several giant clients and contribute to award-winning work. My day-to-day consisted mostly of social, infographics, brochures, digital, sales material, and white papers. Every once in awhile, we were given the chance to pitch new business--one of those clients was Verizon Enterprise Solutions. I got to write some really fun spec work that helped win that account, and they eventually ran our ads.
Clients served include Verizon Enterprise Solutions, Verizon Wireless, Intel, TE Connectivity, U.S. Postal Service, Cisco, and BAE.

Copywriter

Oct 2012 – Oct 2013

Ogilvy Washington • Washington D.C.

I loved this experience because I got the chance to delve into non-traditional advertising and brand building here, and it was also my first foray into non-profits, associations, and government clients. I worked on a lot of video scripts, as well as new business pitches. The highlight of my year at Ogilvy was a TV and radio PSA we did for the National Association of Broadcasters raising awareness about mental illness in teens, shown in 99% of the U.S. television network market, and a majority of radio markets. The campaign won numerous awards, but the biggest measure of success we saw was a large spike in traffic to depression and other mental illness helplines/websites. I was privileged to see the campaign kicked off in person by Kathleen Sebelius, Secretary of Health and Human Services, at a ceremony at the White House.
Clients served include DuPont, Merck, Five Guys Burgers, The National Institutes of Health, The U.S. Department of Health and Human Services, The Centers for Disease Control and Prevention, The American Floral Endowment, D.C. Hospitals Association, The National Association of Broadcasters, the Internal Revenue Service, Yellowstone Park Foundation, and the Federal Emergency Management Agency.

Copywriter

Oct 2010 – Sep 2012

BOHAN • Nashville, Tennessee

This was my own personal TV, radio, and traditional media boot camp. I was brought on to work on Shoney's Restaurants and for awhile, TV and radio were my world. Eventually I branched out to other agency clients and got experience working in all formats. This included oodles of outdoor, digital, print, some guerilla and other opportunities. Our team was featured in CommArts, and we were the most decorated agency at the regional ADDYs. My work contributed to a few of those awards, as well as my first Emmy for one of our Shoney's spots.
Clients served include Shoney's, Stoney River Steakhouses, Jos. A. Bank Menswear, Wintergreen Resorts, Dollar General, Ochsner Health System, TriStar Health System, Western Baptist Hospital, The Frist Center

for the Visual Arts, Gammill Quilting Systems, Blue Cross Blue Shield of Tennessee, The Martha O'Bryan Center and The Pigeon Forge Dept. of Tourism.

Jr. Copywriter

Jul 2006 – Nov 2009

Ancestry.com • Provo, Utah

I couldn't have asked for a more perfect, first bona fide ad job. They built an in-house agency from scratch, and we were given great creative freedom, encouragement, and guidance. Inside of three years, the team won best-of-show at the ADDYs and had gold pieces in the national show. I personally won my first five ADDYs (and contributed to the campaign that won several national gold Addys). I received extensive experience in subscriber base communication, emails, and banners (physical as well as digital), as well as traditional print and plenty of internal stuff.
I take a lot of pride in seeing commercials on TV today, knowing that our team laid the branding foundation and was the turning point for their explosive growth as a publicly traded brand.

Education

Brigham Young University

Jan 1995 – Jan 2003

Advertising | Communications (emp. Marketing/Advertising)

Minors: Portuguese

South Pasadena High School

Sep 1991 – Jun 1995

HS Diploma

Languages

English (Native or bilingual proficiency), Portuguese (Professional working proficiency)

Skills

Writing, Editing, Concepting, Presentation, Ideation, Branding, Communication, Campaigns, Digital, Social, B2B, B2C, Organization

Awards

National Gold Addy in campaign

Regional Gold and Silver Addys in campaigns, single pieces (several)

Regional Emmys in TV (several)