

JASON WIRE

Creative Strategist • Content Director

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about

Jason Wire is a versatile creative strategist and content director with deep experience developing multi-platform branded content partnerships from inception to completion. With a background spanning editorial, video and design he is entirely comfortable wearing both creative and business hats while validating strategies through analytics and data. He loves overseeing creative development and execution just as much as getting hands-on in the trenches himself. He lives in Brooklyn, New York and promises never to refer to himself in the third person outside of his résumé.

experience

Medium / Creative Strategist

2016 - 2017

- Brand partnerships creative lead spearheading concept ideation, sales packaging, collateral creation and client-facing proposals for clients including Nike, Bentley, PwC, BlackRock, Chase and more
- Brought innovative new partnership activations into market through user-generated content licensing, targeted email sponsorships, distributed brand-publisher strategies and more
- Overhauled core company presentation materials and sales collateral, achieving a more holistic and unified design within a scalable framework to improve sales enablement and messaging
- Rebuilt cross-functional file sharing and collaboration processes to optimize knowledge sharing

KnowMe / Director of Content Strategy

2014 - 2016

- Second non-technical hire responsible for developing and executing go-to-market content and creative strategy for new mobile video creation app, driving > 100,000 downloads
- Oversaw brand voice and messaging copy across all app, website, and marketing touch points
- Built and managed team of freelance creators producing dozens of strategic videos per week
- Wrote, directed and produced all in-house video content (product demo, app tutorials, marketing)
- Lead creation and management of internal CMS of >100,000 user generated videos
- Lead strategic business development efforts through executive-level presentations with Apple, YouTube, HBO, IAC and Bessemer Venture Partners to foster key industry partnerships
- Devised cross-platform content distribution strategy to drive awareness and downloads

UrbanDaddy / Marketing Manager + Staff Writer

2011 - 2014

- Concepted, pitched and executed custom content campaigns, branded mobile applications, and experiential activations for dozens of luxury and aspirational brands (see portfolio for more)
- Content strategist and lead copywriter for award-winning mobile app, The Next Move
- Consistently produced stellar, on-brand copy for up to 6 daily editions reaching >15MM viewers
- Covered diverse array of verticals across food, nightlife, travel, style, product reviews and culture

Matador Network / Creative Strategist + Editor

2009 - 2013

- Wrote and edited hundreds of features reaching >2MM monthly unique visitors
- Developed and executed content campaigns for Intel, SanDisk, Keen and various tourism boards
- Created viral content with single articles achieving 100,000+ shares and 1,500+ reader comments
- Managed and mentored team of 20 freelancers and staff writers producing up to 15 daily features

education

B.A., Vanderbilt University Class of 2010, Magna Cum Laude
Majors in English (Creative Writing) and Communication Studies