

Jake Johnston

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Objective:

To work with and learn from a team of talented, hardworking individuals who share my excitement for new projects, fresh ideas, and possess a likeminded desire to produce outstanding creative work.

Professional Experience

Berman Advertising, Boston, MA

September 2016 - Present

Junior Copywriter

- Worked directly with the managing partners of the agency as a member of a full creative team on numerous client facing projects.
- Concepted and produced written and digital content for a client including headlines for website banners, articles for the client's blog, and print advertisements for a regional magazine.
- Met directly with clients to discuss how to best capture their brand's voice and represent their brand in a digital space.
- Assisted in developing a strategy and content ideas for a client's product launch.
- Received personalized mentoring from the managing partners of the agency on skills including copywriting, creative strategy, and working with clients.

Cambridge Biomarketing, Cambridge, MA

May 2016 – Aug 2016

Copywriting Intern

- Worked directly with senior copywriters to complete a variety of client-facing tactics ranging from research and discovery for pitch work, concept development for disease campaigns, and copy support for digital and print assets.
- Developed two new strategic campaigns from ideation to execution, one of which is currently in market research.
- Involved in planning and developing new strategies and tactical improvements for clients and their brand as they look ahead to 2017.
- Completed a new business project wherein I researched and presented to senior staff a detailed report outlining the landscape of an emerging medical field, including key competitors, insight into patient demographics, and an overview of the digital landscape.
- Wrote several SEM ads which succeeded in outperforming the previous winning ads in A/B testing.

Education

Boston University, Boston, MA
Master's Program in Advertising
August 2013 – December 2015

SUNY College at Oneonta, Oneonta, NY
Bachelor of Science – Mass Communication
August 2008 – May 2012

Relevant Skills

Project Management
Professional Presentations
Multi-Channel Concepting
Writing in Multiple Voices

Exceptional Writing Ability:
- Persuasive Writing
- Headlines, Blogs, Listicles
- Op-Eds, Pitches, Press Releases

Computer Skills (PC/Mac):
- Adobe Photoshop
- Adobe Premiere / Final Cut
- Adobe After Effects