

Jake Spencer

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[Creative Portfolio](#), [LinkedIn](#)

EDUCATION:

New York University, Tisch School of the Arts

New York, NY | September 2012 - May 2016

- B.F.A. in Dramatic Writing,
- Minor in Business of Entertainment, Media and Technology, Minor in Studio Art

The Book Shop, School for Advertising

Los Angeles, CA | January 2018 – June 2019

- Copywriting Portfolio Program

SKILLS:

- **Technical:** Windows, Mac OS, Word, Excel, PowerPoint, Outlook, Google Docs, Final Draft, Celtx, Photoshop, Lightroom, InDesign, Acrobat, Premiere Pro, Adobe Bridge, iMovie, Slack, SEO, CMS, Type 72 WPM, Trello,
- **Social Media:** Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google+, YouTube, Snapchat
- **Interests:** Architecture, Culinary Arts, Video Games, Graphic and Interior Design, Photography, Cartography
- **Other:** Driving, Food Delivery, On Set Producing, Location Scouting, Craft Services, Building Computers,

EXPERIENCE:

Subnation, Senior Copywriter

Los Angeles, CA | April 2022 – Present

- Write and manage media and editorial for the Pro PUBG eSports League providing detail and excitement for fans worldwide
- Create product copy and description for Subnation's innovative pop-up store Artcade, pioneering the future of retail
- Draft and coordinate speeches, signage, invitations and other copy for events including Meta Entertainment World 2022 and Mythical Games' NFT.NYC 2022 event, ensuring a well-executed activation still has a place in an increasingly digital world
- Build original digital experiences for brands like NASCAR, FIFA, Saks 5th Avenue, and the Bored Ape Yacht Club to grow their loyal fan bases and place these brands at the forefront of advertising
- Collaborated on campaigns for clients including Hollister and Franchise123 to announce new products, experiences, and offerings in order to target niche audiences and move the brands in new directions

ELA Advertising, Freelance Senior Copywriter

Los Angeles, CA | February 2022 – March 2022

- Composed and collaborated on concepts and copy for Western Digital brands (WD, WD Black, SanDisk, Dropbox,), creating assets across all social platforms, the WD website, and other digital locations, in an effort to re-envision WD's image

Eyestorm Creative, Freelance Copywriter

Los Angeles, CA | June 2021 – January 2021

- Wrote, pitched, & edited trailers for the video game franchise Clash of Clans in order to grow fan excitement over new drops and content while staying true to the original spirit of the game

Experian, Freelance Copywriter

Los Angeles, CA | August 2021 – December 2021

- Collaborated on the drafting and pitching of digital and social ads for a variety of platforms, informing audiences of Experian's offerings as well as valuable financial info in order to place their brand as a go-to in the personal finance space
- Drafted and adapted scripts for Experian's YouTube series "The Financial Files," providing further essential credit and personal finance knowledge to their audience

Freelancer Magazine, Managing Editor

Los Angeles, CA | April 2021 – November 2021

- Wrote and edited various forms of articles and other content featured on the magazine
- Managed and edited content written by contributors and other staff for feature in the magazine
- Found, hired, onboarded, and collaborated with current and potential writers
- Planned and strategized future content and publication calendar
- Helped create and evolve the voice, tone, and style of Freelancer Magazine

Bicoastal Innovations, Freelance Content Manager

Los Angeles, CA | March 2020 – February 2022

- Ghostwrote and edited non-fiction books about the freelance economy and how to successfully freelance
- Researched freelancing and the future of work to inform the content of the books
- Interviewed the author as well as other experienced professionals on their careers and advice to inform the books
- Planned a marketing and release strategy for the book
- Oversaw formatting, proofreading, cover design, and the rest of the publishing process

Tiny Beast, Freelance Copywriter

Los Angeles, CA | November 2019 – February 2020

- Strategized the rebrand of the Southwest Carpenters Union, writing copy for their website, logo, merchandise, and overall voice and tone
- Built the deck to present our work, our perspective, and our process to create the future of the brand
- Planned a campaign activation for Foot Locker and Nike revolving around community gardens, healthy living, and being outdoors to celebrate the launch of Nike's new Gortex Sneaker.
- Researched and wrote lines for influencers who starred in the campaign, as well as digital and social copy for their social handles to promote the event
- Drafted unique potential talking points for each of them and outlined the arc of their story within the campaign
- Brands Worked On: Foot Locker, Nike, The Southwest Carpenters Union

1TwentyFour, Copywriter / Creative Strategist

Los Angeles, CA | February 2018 – February 2019

- Developed brand voices for our various clients' new products to help them make an impact, differentiate them from other offerings, and use each one to evolve each brand's stories. Dell Gaming and Alienware for Dell, Ultimate Explorer for Nat Geo, *Sabrina the Teenage Witch*, *Nailed It*, and others for Netflix
- Wrote digital, social, OOH, and video copy in the voice of various brands, for example, during our campaign for Marvel's *Antman and The Wasp*, I participated in the creation of a unique comic book, OOH copy, and commercials
- Created and managed social content calendars for games like Planet Gold Rush and specific campaign events such as one for Alien Covenant
- Proofread all creative and strategic copy that left the office
- Brands Worked On: Marvel, Netflix, Dell, National Geographic, Alienware, H Club, Knocking Point, Truly Social Games

Petrol Advertising, Copy and Strategy Intern

Los Angeles, CA | February 2017 – June 2017

- Attended and recorded client meetings and contributed to the planning of various marketing initiatives for clients such as Seagate, Bethesda, and Activision
- Drafted and pitched both creative and technical copy for campaigns in progress including "Overwatch," AMD, and Destiny 2
- Wrote and revised scripts and synopses for trailer concepts, for companies like Square Enix Collective
- Built and proofread strategy decks for projects ranging from releasing a new mobile game (Angry Birds Match) to growing international engagement of a domestic title such as "GT Sport"