

# JARED KESSLER

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## QUALIFICATIONS

Creative and results-focused Senior Copywriter with 9+ years of experience leading or supporting a wide variety of advertising and marketing campaigns through on-time delivery to optimize brand awareness, visibility and engagement. Spearheaded the full project life cycle from conception through execution of integrated campaigns, TV/radio/video scripts, web copy, direct mail, and print ads, amongst other. Adept at interfacing with large, established businesses, and some of the most highly-recognized client ad firms and brands.

## WORK HISTORY

### Independent Contractor

Sr. Copywriter + Strategist, July 2008 to Present

Authoring copy to deliver creative solutions, for select clients, that timely resolve customer problems and optimize sales.

### Direct Resources Group

Sr. Copywriter, January 2015 to January 2016

Executed fresh, new concepts and copy for high-profile clients, such as PEMCO, Banner Bank, ADT/Defender, Newsday, T-Mobile (B2C/B2B) and more.

### Hacker Agency

Sr. Copywriter (Contractor), August 2014 to December 2014

Produced creative, yet effective copy that includes direct mail, radio, and a wide variety of online copy solutions for Hyatt, AT&T, Ditech, One Medical Group and others.

### VML | Seattle Wunderman Network | Y&RG Seattle

Sr. Copywriter (Contractor), March 2013 to July 2014

Devised T-Mobile branded B2C and B2B copy, along with an occasional Microsoft or Group Health project, that included new product launches, various online copy solutions, direct mail, and TV and video scripts.

### Jones Advertising

Sr. Copywriter (Contractor), January 2013 to February 2013

Conceptualized and delivered integrated TV, radio, print and online campaigns for Ben Bridge, the Washington State Fair, Sleep Train, Sleep Country and various others.

### Pop

Sr. Copywriter (Contractor), August 2012 to September 2012

Created various copy solutions, big ideas and concepts for a handful of Microsoft projects, including Outlook and SkyDrive.

### Radarworks

Sr. Copywriter (Contractor), July 2012

Developed and executed original copy, concepts and ideas that Acer Computers utilized for repositioning as a quality brand amongst small to large size businesses and IT managers.

### Garrigan Lyman Group

Sr. Copywriter (Contractor), April 2012 to July 2012

Delivered new, creative copy for T-Mobile web sites, landing pages, auto-responder emails, promotional copy, video scripts and more. Shared additional copy for the Walmart Family Mobile account and several other clients and copywriting projects that needed robust, impacting and original concepts executed fast.

### DraftFCB

Copywriter (Contractor), September 2011 to March 2012

Wrote extensive B2B copy for Hewlett-Packard (HP). Supported daily operations tasks by creating and executing content for both the loyalty program (PurchasEdge) and HP's anti-counterfeit division, from email marketing and direct mail, to web copy and international campaigns.

## AWARDS

2014 International ECHO Award

Category: Consumer Products

Agency: Wunderman

Campaign: T-Mobile B2B Small Business Acquisition

## EDUCATION

School of Hard Knocks, Phd

West Virginia University, B.A., Psychology

