

Jay Miutz

OVER A DECADE OF EXPERIENCE IN WELL-WRITTEN COPY AND PROVEN CONTENT STRATEGY.

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EXPERIENCE:

Freelance Senior Copywriter | Content Strategist

Bolder & Co. Creative - *August 2023 - Present*

- Helped launch Bolder & Co.'s marketing arm, implementing tactical, strategic, and core practices.
- Created brand voice, tone, and guidelines for Bolder & Co. Outfitters, increasing engagement by 52%.
- Rebranded six clients in six months, including: Barbellion, Geiger Bros. Optical Engines, Freshworks and GRM.
- Leveraged 10+ years of agency experience to elevate existing shop capabilities, encouraging client retention.

Lead Copywriter | ACD

Hero Digital - *April 2021 - August 2023*

- Led Nagase Chemical's U.S digital overhaul, providing copy for 215 webpages, over 4 months, totaling 95k words.
- Managed junior and mid-level writers providing strategic direction, editorial input, and guidance as needed.
- Delivered agency-wide recognized work for B2B and B2C clients such as Lucid EV, Aramark, and Equitable.

Senior Brand Copywriter

Kodiak Cakes - *October 2019 - April 2021*

- Acted as lead writer, solely responsible for the creation and editing of copy content across the Kodiak brand.
- Created, pitched, and aided in the production of 8 separate commercials scripts, 2 of which aired nationally.
- Coached my team in devising, implementing, and launching the brand's first 3 omni-channel marketing efforts.

Senior Copywriter

Sandbox - *September 2018 - October 2019*

- Managed a weekly workload of 20 independent projects, from ideation, to creation, to strategic implementation.
- Shifted between 4 different style guides to provide accurate copy for Green, Bonvoy, Platinum, and Gold Cards.
- Pushed new, on-trend, data-driven brand initiatives that effectively increased email click-through and open-rates.

Senior Copywriter

CDM NYC - *July 2017 - August 2018*

- Provided copy support for the agency's largest team, serving as a senior creative member on the Pfizer account
- Mentored junior writers, overseeing daily deliverables, KPIs, project management, and campaign goals.
- Selected twice to lead agency-wide pro-bono efforts for the AHA and American Opioid Addiction Initiative.

SKILLS:

Digital | Print | Social | Content Strategy | SEO | Campaign Planning | Tactic Implementation | Content Management

AWARDS:

ChatGPT Prompt & Discourse Training | AI Implementation Level 2 Certificate | AAF-Utah Shortlist | Mom's Favorite

EDUCATION:

College of William & Mary - Bachelor of Arts