

JAY MIUTZ

| PASSIONATE WORDSMITH WITH A DECADE OF ADVERTISING EXPERIENCE ON NUMEROUS GLOBAL BRANDS |

CONTACT

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SKILLS

Short Form
Long Form
Print
Digital
SEO
Social/Editorial
Content Management
Large Scale Campaigns
Ideation/Concepting
Content Strategy
Public Speaking
CRM

INTERESTS

Bad Poetry
Found Literature
Evan Williams
Hiking
Camping
Sad Country Music

EDUCATION

College of William & Mary
BA American History
Africana Studies Minor
Class of 2014
Pi Kappa Alpha

EXPERIENCE

LEAD COPYWRITER | CONTENT STRATEGIST

FREELANCE | REMOTE | August 2023 - Present

- Created a pipeline of clients that included Intermountain Healthcare, Optical Engines Laser Technology, Avenue 9 Studios, Barbellion Fitness, and Lamb Weston Potatoes.
- Integrated into existing teams to best provide copy support that included strategy development, project management, writing and editing services.
- Offered a variety of copy services that included writing for branding, marketing, and advertising efforts — built content, campaigns, and digital assets to align with existing guidelines.

LEAD COPYWRITER | ACD

HERO DIGITAL | REMOTE | April 2021 - August 2023

- Responsible for NAGASE Chemical's complete U.S digital overhaul, providing copy for 215 webpages, over 4 months, totaling 95,000 words — researched, edited and presented.
- Managed both novice and experienced writers in freelance, temporary, and full time positions, putting in place a review, tracking, and progression system.
- Delivered agency recognized creative work for 7 of the largest clients, fostering 12+ month relationships with Equitable, Lucid, NEAMB, and Lamb Weston.

SENIOR COPYWRITER | CONTENT MANAGER

KODIAK CAKES | SLC | October 2019 – April 2021

- Acted as lead writer, solely responsible for the creation and editing of written content across the brand including packaging, promotional materials, social media, digital assets, and internal guides.
- Created, pitched, and aided in the production of 8 separate commercials scripts, 2 of which were produced and helped break sales records.
- Acted as both a brand manager and creative strategist to orchestrate 3 separate omni-channel, long-term campaigns. Creating not only primary content for promotion but also supporting content to be used throughout the entire campaign.

SENIOR COPYWRITER

SANDBOX | NYC | September 2018 - October 2019

- Managed a large portfolio of up to 20 independent projects at once, ensuring they were designed, developed, and delivered on time.
- Pitched ideas, as well as fully executed campaigns, directly to clients and spoke on behalf of the creative team and the work presented.
- Crafted original content for globally distributed campaigns that were released on a daily, weekly, and monthly basis to perspective as well as existing customers.
- Aided in the ideation of over 100 brand initiatives, including the re-launch of The American Express® Green Card, implementing creative solutions while maintaining brand standards for 4 other cards.

SENIOR COPYWRITER

CDM | NYC | July 2017 - August 2018

- Provided copy support for the agency's largest team, serving as a senior creative member and reporting directly to the VP of Copy & Creative.
- Worked alongside and managed a team of junior writers helping them to produce new and engaging content that was then reviewed for consistency, attention to detail, and execution.
- Partnered with several graphic artists, illustrators, and production experts to create a nationally used program for Pfizer's Corporate Opioids Initiative, a program recognized for its effectiveness by the health and pharma industry.