



Jordon Ramsdell

CREATIVE COPYWRITER

PROFILE

Nationality: American
Native Language: English
5+ years of work experience
in advertising and marketing

CONTACT

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Paris, France

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SKILLS

COPYWRITING



CAMPAIGN BUILDING



CONTENT CREATION



Adobe Creative Suite, Adobe Experience Manager,
Microsoft Office, WordPress, Wix, Mailchimp,
Hubspot, UXPin, Basecamp, Asana, Monday, Jira,
Google Ads, Google Analytics, Facebook,
Instagram, Tiktok, Twitter, Pinterest, LinkedIn

WORK EXPERIENCE

Global Copywriter @ Hilti

June 2020 - Present | Paris, France

- Create persona-specific marketing emails, landing pages and social content for a global brand
- Convert technical topics into consumable customer-facing content
- Advise and build campaigns for multiple business units
- Manage and train freelance copywriters to ensure consistent brand voice

Content Writer @ Jellysmack (Contract)

September 2019 - May 2020 | Paris, France

- Wrote scripts for videos to populate a social media channel with more than 14 million followers
- Edited and owned the scriptwriting for video content in English
- Identified emerging internet trends and parlayed the findings into reactive storytelling content
- Pitched and developed new series ideas and feature concepts with the editorial team

Digital Marketing Manager @ Vulog

October 2017 - September 2019 | Paris, France

- 360° content creation: social media, email marketing, print, blog, paid ads and industry events
- Led creative initiatives such as a company website launch and a visual identity refresh
- Concepted and launched 'The Shared Journey' campaign and thought-leadership series
- Built and launched Zoom-Mobility.com – an industry hub and content platform

Copywriter & Creative Manager @ Beeline Communications

December 2015 - December 2017 | Greater Chicago Area, IL

- Designed and prototyped storytelling, script and social content
- Led production monitoring to ensure consistency of experience, content and brand voice
- Wrote copy for clients in an array of sectors including automotive, technology, eco-friendly chemical, biopharma, home security, automotive, food, ...
- Managed creative accounts, met with clients to discuss their objectives, wrote the project brief, developed the creative concept then worked with the design team to bring the idea to life

Copywriter & Creative @ Freelance | DigitasLBI, Whitespace

January 2012 - Present | IA, UK, Saipan, IL, FR

- Partner with agencies (e.g. DigitasLBI, Whitespace, STV Creative, ikona) to create memorable content for brands including; Ugg Australia, Honda, Danone, React Native EU, Molton Brown, Mary's Meals, Highland Spring, Innis & Gunn and Glenlivet
- Guide branding and content creation for a wide array of small to mid-size companies from various categories (e.g. beach luxury, home decor, health & wellness, tech, eyewear, yoga, accounting, automotive, international business matchmaking, construction management, music, recreation, office equipment supply, fire department and more)

EDUCATION

CREATIVE ADVERTISING MSC @ EDINBURGH NAPIER UNIVERSITY

September 2013 - November 2015 | Edinburgh, UK

Dissertation: "An Exploration of the Factors That Make Advertising Content Go Viral on Social Media"

ADVERTISING BA @ IOWA STATE UNIVERSITY

August 2010 - May 2012 | Ames, IA

Designated Area of Concentration: Digital Communications & Creativity