



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, Microsoft Office,
WordPress, Wix, Mailchimp, Hubspot,
Sharpspring, UXPin, Basecamp, Slack, Asana,
Function Fox, Pipedrive, Hootsuite, Moz,
SEMrush, WordStream, Google Ads, Google
Analytics, Facebook, Instagram, Twitter,
Pinterest, LinkedIn

WORK EXPERIENCE

Digital Marketing Specialist @ Vulog

November 2017 - Present | Paris, France

- Create content for social media, marketing emails, print materials, blog and industry events
- Manage social media accounts (LinkedIn and Twitter) and developed social media strategy
- Lead digital marketing initiatives including a website launch and visual identity refresh
- Manage Google Ads account and adhered to best practices for SEO
- Built and launched Zoom-Mobility.com – an industry hub and content platform
- Develop thought-leadership articles and collaborate with industry players to publish compelling content

Content Writer & Creative Manager @ Beeline Communications

December 2016 - December 2017 | Greater Chicago Area, IL

- Wrote and created B2B marketing deliverables including: blog posts, marketing emails, print materials, technical writing materials, presentations, web copy, video scripts, UX wire frames, direct mail pieces and more
- Managed creative accounts, met with clients to learn about their marketing goals, wrote the project brief, developed creative concept, crafted the copy and worked with the design team to bring the idea to life
- Developed multimedia campaigns and established brand voice for clients

Digital Marketing Manager @ Vagabond Beach & Lamont Home

September 2015 - October 2016 | Burlington, IA – New York, NY

- Used strong writing and creative skills to write blog posts, social media posts, marketing emails, press releases, product descriptions, print advertising and digital content
- Created and managed social media campaigns and content for two national brands
- Directed photoshoots and led concept development for all in-house content creation
- Developed a social media 'Conversation Calendar,' in line with the marketing strategy
- Developed and managed all Facebook and Instagram paid advertising
- Built relationships with other brands and digital influencers for social media collaborations

Copywriter & Creative @ Freelance | Digitas LBI, Whitespace

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

- Partner with agencies (e.g. Digitas LBI, Whitespace, STV Creative), and a wide array of small to mid-size companies from various industries (e.g. clothing, whisky, cosmetics, automotive, international business matchmaking, construction management, yoga, music, city administration, office equipment manufacturing, fire department, tech, accounting and more)
- Craft captivating copy for web, social, print, blog, press release and radio
- Produce content for social and build strategy for consistent messaging and voice
- Art direct and work with designers to communicate the 'big idea' for the client

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