

# Jake Christie

Copywriter

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## EXPERIENCE

### L.L.Bean, Freeport, Maine — *Senior Copywriter*

JUNE 2011 - PRESENT

Copywriter 2011-2019; senior copywriter 2019-present. Lead social media writer responsible for creating content on multiple platforms; lead writer for online advertising, including paid social media, email advertising, online radio, podcasts and native advertising; lead writer for brand organic social media; lead writer for product, brand and advertising video; digital writer responsible for elements of llbean.com

### Maine Sunday Telegram, Portland, Maine — *Columnist*

JULY 2016 - PRESENT

Writer of approx. 1000-word “Worth the Trip” column, featuring outdoor destinations in Maine. Responsible for subject selection, writing column and incorporating line edits on deadline.

### Groupon, Chicago, Illinois — *Copywriter*

APRIL 2010 - JUNE 2010

Remote writer responsible for writing titles, headlines and long-form copy blocks for offers available to Groupon subscribers.

## EDUCATION

### University of Southern Maine, Portland, Maine — *Bachelor of Arts in Media Studies*

SEPTEMBER 2003 - JANUARY 2008

*Magna cum laude* graduate with a concentration in writing, particularly for film and digital media.

## PROJECTS

### L.L.Bean “Be an Outsider” Campaign — *L.L.Bean, 2017*

Created the copy for the organic social media expression of the company-wide L.L.Bean rebranding.

## SKILLS

Digital Advertising  
Print Advertising  
Social Media  
Blogging  
Short-Form Content Creation  
Long-Form Content Creation  
Digital Marketing  
Scriptwriting  
Social Media Strategy  
Native Content Creation  
SEO  
Editing  
Proofreading  
Ghostwriting  
Research

## PORTFOLIO / WORK SAMPLES

<https://bit.ly/2kfxn6i>