

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 - OCTOBER 2019

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.

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

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