

# Jared Rypkema

## Copywriter

732-570-1230 jaredrypkema@gmail.com

### **Copywriter, Product Marketer & Customer Engagement Director**

Molehill, powerfully small software

(October 2012 - Present)

As part of a small team of designers and developers, I managed the SEO, SEM, Social Media and branding efforts for the company. Roles & Responsibilities included:

- Generate and present campaign ideas to grow two individual SAAS products.
- Conceptualize and create content for website redesigns, landing pages and emails.
- Write blog articles, customer education courses, and two help sections.
- On-board and support customers through the sales funnel and their day-to-day use of the products.
- Build and manage the company's SEM presence with Adwords.

### **Publisher / Executive Editor**

Bridge Eight Literary Magazine

(February 2014 - Present)

Creating a print-only publication from the ground up, Bridge Eight is Jacksonville's only print literary magazine. As publisher, my roles include:

- Work with multiple creators day-to day to meet product deadlines.
- Cast a vision and ensure the design, layout, content and artwork is aligned with that vision.
- Oversee the printing, promotion and distribution of the publication.
- Organize and host public events and community engagement.

### **Cofounder and Marketing Director**

NIQ - Tax & Accounting Research

(October 2011 - April 2013)

As a co-founder of NIQ, a disruptive tax and accounting research software, my responsibilities included:

- Generate the brand strategy for introducing the product to market.
- Create digital and print content to support initial sales.
- Develop the front-end design and copy for the company's website and application.

### **Education**

The University of South Carolina

BA in English with a creative writing focus

### **Skills**

Copywriting

Digital content creation

Brand strategy & development

Creative storytelling

Community development