

# Jared Rypkema

Copywriter | jaredrypkema.com | jaredrypkema@gmail.com | 732.570.1230

## Experience

Oct. 2012 - Oct. 2014

### **Molehill**

Copywriter, Product Marketer

As the sole copywriter on a team of SAAS developers and designers, I created and executed our digital marketing strategy.

- Generated online content for SEO
- Crafted content for 2 website redesigns
- Wrote email and social media campaigns
- Built product help sections with over 60 articles
- Managed PPC campaigns.

Nov. 2011 - Apr. 2013

### **NIQ**

Co-founder, Copywriter, Product Marketing Strategist

I conceptualized the NIQ brand, as well as wrote and designed the company's marketing assets.

- Crafted the company's marketing materials and design assets
- Wrote & edited emails, letters, brochures and posters
- Scripted and directed the product introduction video
- Designed the company logo, website and software User Interface

Mar. 2011 - Nov. 2011

### **Lawriter**

Copywriter, Graphic Designer (Contract Position)

I worked with the CEO and marketing consultants to create the software's first online presence as well as write and design marketing materials for their sales team.

- Wrote & edited copy for emails, print and digital ad campaigns
- Scripted and produced promotional and tutorial videos
- Wrote, designed and published the product's 20-page user manual
- Designed trade show booth, flyers and business cards

## Side Projects

Publisher & Executive Editor for Bridge Eight Literary Magazine  
Founder of Left on Mallory LLC., The Riverside Writers' Community  
Co founder of Abridged: A Semi Regular Reading Series

## Education

### **University of South Carolina**

Bachelor of English/ Creative Writing

Cognate in PR Writing