

JIM GIBBONS

WRITER | CREATIVE DIRECTOR | COMMUNICATIONS EXPERT

The Swiss Army Knife creative you're looking for to get to the bottom of your marketing, storytelling, content, and copywriting issues — ready to dive in and collaboratively solve them with any team.

WORK EXPERIENCE

Senior Copywriter
Aquent x Adobe Studio | June 2022 - June 2025

Writing Lead
Thesis agency | April 2019 - June 2022

Content Strategy Lead | Editorial Manager
Bonfire Marketing | Oct 2016 - Jan 2019

Senior Editor
Stela - Phone Comics | Sep 2015 - Oct 2016
Dark Horse Comics | Nov 2009 - Sep 2015

Associate Editor
Wizard World Ent. | June 2007 - Sep 2009

CLIENT RELATIONSHIPS

Adobe, Intel, Ninkasi Brewing, Freedom Mobile,
Nuance, Cvent, Derse, Simplicity

EDUCATION

BACHELOR OF JOURNALISM, 2007

University of Missouri
• Cum Laude

BACHELOR OF ARTS, MAJOR IN CLASSICAL HUMANITIES, 2007

University of Missouri

PROFICIENCIES

Google Workspace, Microsoft OneDrive, Figma,
Asana, Workfront, Asana, Adobe Creative Cloud

GET IN TOUCH

Phone: 847.791.4332
Email: jimgibbons1@gmail.com
LinkedIn: /in/jgibbons1/
City/State: Portland, Oregon

ACCOMPLISHMENTS

- Crafted copy and creative for international Photoshop campaigns
- Created the launch line "Dream it. Type it. See it." for Adobe generative AI initiatives
- Lead the creation of 700+ SEO pages that generated 15M+ views over 3 years
- Managed writing teams responsible for more than \$3M annual revenue
- Won multiple Eisner, Harvey, and Diamond Gem Awards in the comic book publishing industry
- Secured and edited the four-book series Polar, which became a major motion picture at Netflix

CREATIVE SKILLS

- Long-form and short-form copywriting:
 - SEO pages
 - Blogs
 - Website copy
 - Whitepapers and reports
 - Paid and organic social media
 - Campaign and banner ads
 - Scriptwriting
 - Technical software writing
- Copyediting
- Schedule building and project management
- Creative and art direction

LEADERSHIP SKILLS

- Committed to collaboration built on trust, transparency, and equity
- Timeline-oriented working style to ensure deadlines get crushed
- Empowers creatives with the support they need to do their best work
- Develops scalable processes across teams and projects that combine creativity and efficiency, exceeding KPIs
- Focuses on communication to ensure efficiency
- Distills complex projects to find strategic insights to ensure high-quality content focused on project goals
- Discerns brand voice while elevating it to connect with actual humans
- Shepherds writers to help hone their skills and build their confidence
- Comfort and confidence presenting to large groups featuring audiences at various professional levels
- Detailed-oriented project intake and timeline building
- Uplifts teams by celebrating accomplishments and consistently complimenting exceptional work to set a positive tone.

PERSONAL QUALITIES

- Clear and open communicator
- Decisive and reliable problem-solver
- Pretty good youth basketball coach
- Detail-oriented, organized, and proactive
- Flexible, open to feedback, comfortable with adapting and evolving
- Focused on learning, growth, and empathy
- Next-level commitment to morale-boosting yet groan-worthy dad jokes