

JIM GIBBONS

COPYWRITER

I'm a writer, editor, content strategist, and facilitator with 20 years of experience working with words, writers, creators, and clients in marketing and publishing. While top-notch copy that connects with the right audience is always the priority, ensuring that teams of writers and clients create efficient workflows and thriving relationships is my specialty.

WORK EXPERIENCE

Senior Copywriter

Aquent x Adobe Studio | June 2022 - present

Writing Lead

Other titles held: Content Strategist, Copywriter
Thesis | April 2019 - June 2022

Content Strategy Lead

Other titles held: Editorial Manager, Copywriter
Bonfire Marketing | Oct 2016 - Jan 2019

Senior Comic Book Editor

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

CLIENT RELATIONSHIPS

CURRENT CLIENTS

Adobe

PAST CLIENTS

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

EDUCATION

BACHELOR OF JOURNALISM

University of Missouri
• Cum Laude

BACHELOR OF ARTS, MAJOR IN CLASSICAL HUMANITIES

University of Missouri

GET IN TOUCH

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

ACCOMPLISHMENTS

- Crafting compelling copy and creative for national and international Photoshop campaigns
- Lead a 3+ year project to create 700+ SEO pages that generated 15M+ views to date
- Managing writing teams (ranging from 6-12 writers and editors) and their output on accounts with more than \$3M annual revenue

LEADERSHIP

- Team-focused leadership style with an emphasis on trust, transparency, and equity
- Training and empowering writers and editors with the tools and support they need to do their best work
- Developing and implementing scalable processes across teams and projects that combine creativity and efficiency to exceed KPIs
- Team-based and interdepartmental trust-building with a focus on communication, team support, efficient completion of work within scope, and sustainable, long-term growth planning
- Establishing project goals and purpose to foster long-term engagement and the collaborative creation of ever-growing project visions
- Providing strategic content recommendations to internal teams, clients, and management

CREATIVE MANAGEMENT AND EXECUTION

- Distilling complex briefs and client requests to ensure high-quality copy and messaging focused on project goals
- A keen sense for capturing brand voice and tone while elevating it in ways to help it connect with actual humans
- Constantly carving out ways to find efficiency so creative teams have the space to do their best work
- Function as team lead and primary contact between a variety of external and internal teams so creative processes remain uninterrupted and fully informed
- Shepherding writers with hands-on training and editing to help them hone their skills while building confidence in their own abilities
- Accountable for project creative success, working with client and internal teams to stay on track, on budget, and often surpassing KPIs
- Proficient at presenting to large groups of internal teams and clients at various levels
- Writing team-focused collaboration on project intake, kick-off, briefing, onboarding, resourcing, process creation, and timeline building
- Celebrating team accomplishments, setting the tone for a positive, engaging work environment

PERSONAL QUALITIES

- Clear and open communicator
- Decisive and reliable problem-solver
- Detail-oriented, organized, and proactive
- Flexible, open to feedback, comfortable with adapting and evolving
- A team leader that prioritizes learning, growth, and empathy
- Next-level commitment to morale-boosting yet groan-worthy humor