

JASON FLAMM

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Seasoned creative professional with 10+ years of experience crafting purposeful and impactful content, driving enhanced brand presence and audience engagement through strategic initiatives. Successfully managed diverse portfolios and collaborated with high-profile clients across many industries, including food & beverage, B2C spirits, healthcare, technology, SaaS, digital transformation, sports and recreation, travel, and more. Proficient in mentoring teams, contributing to a positive work environment, and actively participating in strategic decision-making processes.

I am currently seeking senior-level roles in copywriting, content writing, or as a creative director.

Technical Skills: Adobe Creative Suite | Chat GPT | CRM Software | Jasper AI | Microsoft Excel | Microsoft Word

- Conceptual Creativity
- Brand Development
- Copywriting
- Campaign Ideation
- Radio & TV Script Writing
- Creative Team Management
- Business Development
- Content Optimization
- Community Management
- Presentations & Public Speaking
- Strategic Communication
- Storytelling Proficiency

PROFESSIONAL EXPERIENCE

Associate Creative Director – Copywriter & Content Director

April 2021 – Present

Ansira – St. Louis, MO

- Initiated B2C spirits client's voice development through blogging and email marketing, increasing readership, open rates, and online conversions, achieving multiple first-page Google articles annually.
- Spearheaded copywriting, content development, and strategic initiatives for clients aimed at brand-building through digital properties and channels, fostering impactful online presence and audience engagement.
- Demonstrated writing versatility in radio scripts, whitepapers, brochures, social media, case studies, and sales enablement tools while leading a team member and departmental writing team.
- Managed a client portfolio spanning B2C and B2B sectors, delivering creative solutions for distinguished brands.
- Engineered tailored editorial calendars for Coke, Nissan, Schneider Electric, and more, boosting brand visibility across social media, blogging, and email marketing platforms.
- Actively contributed to the company's Culture Committee and led the Employee Awards & Recognition team, fostering a positive work environment.

Copywriter & SEO Content Writer

January 2019 – Present

Freelance – St. Louis, MO

- Crafted and curated SEO-optimized content across blogs, articles, websites, and social media for diverse industries such as SaaS, healthcare, politics, legal services, video production, sports, business, and leadership, enhancing online visibility and engagement for multiple clients.
- Spearheaded comprehensive content creation initiatives, displaying versatility by tailoring content strategies to varied industries, effectively conveying unique brand messages to diverse target audiences.
- Managed end-to-end content development processes while maintaining billing and ensuring smooth operations, balancing creative autonomy with efficient project management.
- Cultivated enduring client relationships through attentive communication and a deep understanding of their needs, resulting in continued collaborations and trust across a broad spectrum of industries, consolidating professional partnerships and sustaining ongoing engagements.
- Writer/Contributor for TheDink, a home for all things pickleball news.

Senior Social Strategist & Copywriter

October 2019 – February 2021

FleishmanHillard – St. Louis, MO

- Directed comprehensive social and digital media strategies for a diverse portfolio of high-profile clients, significantly enhancing brand awareness, improving SEO, and driving substantial growth in their online presence.

- Managed a prestigious client roster including Emerson, Iowa Economic Development Authority, March of Dimes, National Pork Board, US Soy, United Van Lines, Brookfield Properties-Retail, and CropLife International, and provided exceptional service to additional notable clients such as Krispy Kreme, Downtown St. Louis, and Great Clips.
- Demonstrated mastery in copywriting by creating compelling content across various mediums, boosting audience engagement and resonance with the brand.
- Fostered client relationships, liaised between stakeholders, and coordinated multi-departmental efforts to deliver top-tier digital solutions that exceeded client expectations.
- Presented on numerous new business ventures (RFP/RFI), showcasing an ability to articulate and advocate for innovative strategies that secured new accounts and expanded business opportunities.
- Actively participated in The Next Network, demonstrating a commitment to personal growth and industry leadership by contributing to the development of emerging talents into senior and leadership roles.

Senior Copywriter

January 2018 – January 2019

Manifest – St. Louis, MO

- Produced impactful copy across various platforms, ensuring brand consistency and engaging content in blogs, articles, social media, email marketing, websites, landing pages, video and audio scripts, consistently meeting marketing goals.
- Spearheaded and presented innovative strategies in multiple new business projects (RFP/RFI), significantly contributing to the company's growth and successful acquisition of new clients.
- Managed and mentored junior copywriters, nurturing their professional development and ensuring high-quality output, thereby maintaining the team's overall standard of excellence in copywriting.
- Cultivated and maintained relationships with an esteemed client roster, including Alamo, Purina, Delta Faucet, MSC, Paper & Packaging Board, AARP, Milwaukee Tool, and Michigan Medicine, delivering exceptional services and fostering strong client relationships.
- Utilized improvisational comedy techniques in monthly soft skill development sessions, enhancing the team's communication and creative abilities, fostering a dynamic work environment.
- Contributed actively as a member of the company's leadership team, participating in strategic decision-making processes and providing insights that contributed to the company's growth and success.

Senior Content Manager

February 2015 – January 2018

HLK – St. Louis, MO

- Led and implemented paid social campaigns across leading platforms like Facebook, Twitter, LinkedIn, and Instagram, employing targeted strategies that drove substantial audience engagement and facilitated remarkable client success.
- Collaborated within a multifaceted team to craft and distribute content consistently surpassing marketing KPIs, spanning social media, email, short-form articles, and digital platforms, including directing video shoots and creating captivating social media scripts.
- Mentored and oversaw the growth of junior content managers, nurturing their professional development and ensuring a proficient and unified content management team.
- Managed a prestigious client portfolio featuring Monsanto (now Bayer) Brands like Genuity Traits, RRPLUS, Channel Seed, Regional Brands, Deltapine, DEKALB Asgrow, Waterboys.org, Ameren IL/MO, Mobil On The Run, Rebuilding-Together STL, and MiTek US, delivering top-tier services and maintaining robust client relationships.
- Instituted monthly sessions focusing on soft skill development utilizing improvisational comedy techniques, enhancing the team's communication and creativity in an agile work setting.

PROJECT EXPERIENCE

Owner

October 2023 – Present

Content Marketing Now

- Initiated an innovative SEO-focused content creation service, ensuring a *First Page of Google in Six Months or Less*[™], offering clients optimized articles that secure prominent search engine visibility and a boost in organic traffic.
- Established and soon-to-launch *contentmarketingnow.com*, a platform designed to showcase a unique service promising top Google ranking within a specified time frame, offering comprehensive information and solutions.

Author

2016 – Present

Fiction & Non-fiction Writing

- Independently authored and self-published "Keep Creating: 83 ways to keep creating the things you love" in 2016, providing readers with a comprehensive guide brimming with actionable strategies to sustain and nurture their passion for creation and productivity.

Creator

July 2014 – November 2017

Sketchpad® Comedy – St. Louis, MO

- Founded and directed an innovative educational platform aimed at instructing individuals in the creation and performance of sketch comedy, cultivating an environment that fostered creativity, collaboration, and the honing of comedic skills.

Creator

August 2015 – September 2017

Welcome Thru Effingham – St. Louis, MO

- Developed and produced a captivating sketch comedy podcast featuring fictitious characters from the very real Effingham, Illinois, engaging audiences with humor and original storytelling. The series featured three seasons with over 50,000 downloads.

EDUCATION

Bachelor's Degree – Business Administration & Marketing

University of Missouri – St. Louis, MO