

Jack Pownall

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(704) 807-0614

Experience

Marketing Coordinator

Riverstone Logistics / December 2021 - Present

- Created social-media content, which helped grow the company's LinkedIn following from under 200 followers to over 1100 in under a year
- Drafted layouts for PowerPoint presentations, business cards, brochures, banners, and other marketing materials
- Managed a contractor who assisted with the creation of marketing materials
- Wrote new, SEO-friendly content and news articles for the company website resulting in a higher click-through rate when compared to the old website
- Used Meta Workplace to improve employee engagement through competitions, interactive posts, and company updates

Content Writer

Townsquare Interactive / November 2019 - July 2021

- Consistently wrote website content that was highly reviewed by Townsquare editors
- Incorporated SEO keywords into engaging content, while following Google's guidelines and best practices
- Worked with an editor regularly to discuss and improve my writing
- Researched a wide range of client industries, such as home remodeling, solar panel installations, farm equipment sales, and auto repairs

Advertising Intern

Mythic Advertising / June 2019 - August 2019

- Worked on a range of projects involving brand-naming, website content, print advertising, and more
- Contributed the copywriting portion of an intern-led project, which required collaboration and client presentations
- Completed projects for household names like Carrier, AutoBell, and Girls On the Run

Tattoo Projects Advertising / September 2018 - December 2018

- Created social media posts for client Instagram accounts
- Wrote copy for video ads, presentations, mailers, and more

Education

Appalachian State University

Bachelor's degree in Advertising with minor in Marketing / August 2014 - August 2018

- Relevant coursework included Copywriting, Media Planning, Advanced Advertising Campaigns, Research Methods, and Public Speaking

Skills and Software

Google Drive and Associated Apps

Google Docs, Google Slides, Google Sheets

Microsoft 365

Word, PowerPoint, Excel, SharePoint, Outlook

Adobe Software

Photoshop, Illustrator, InDesign, Captivate

Other

Canva (design), Jotform (forms), TrakStar Learn (LMS), Jira (project management)

Certifications

NC State Digital Marketing

Completed a 10-month course covering SEO, Google Analytics, SEM, and more

HubSpot Search Engine Optimization

HubSpot Content Marketing

References

Alice Lesperance - Content Editor

alesperance@gmail.com

334-494-2330

Laura Brittain - Advertising Professor

brittainl@appstate.edu

1-828-962-1314

David Olsen - Creative Director

dolsen@bemythic.com

336-402-9750