

Jack Pownall



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jackpownall.com

Profile

A driven marketing professional with over four years of experience in content writing and communications strategy. Proven expertise in developing content plans, editing content, designing documents and presentations, and researching industries. Experience with SEO tools and best practices. Skilled at communicating with leadership, finding opportunities for effective content, and handling multiple large-scale projects simultaneously.

Experience

Senior Content Strategist / RXO / May 2023 - March 2024

- Assisted in developing a strategy that established guidelines for announcing news, posting to social media, and creating website content
- Conducted an analysis of competitor content to find gaps in RXO's current content strategy
- Wrote blogs, case studies, white papers and other materials to help reinforce RXO's position as an industry leader
- Frequently interviewed leaders from various departments at RXO to find opportunities for content

Marketing Coordinator / Riverstone Logistics / Dec. 2021 - May 2023

- Helped grow the company's LinkedIn from under 200 followers to over 1,100 in under a year by creating engaging social media content
- Managed a contractor who assisted with the creation of marketing materials
- Improved click-through rate of the company website by writing new, SEO-friendly content
- Built training materials and eLearning courses that were thorough and easy to understand
- Drafted layouts for PowerPoint presentations, business cards, brochures, banners, and other marketing materials

Content Writer / Townsquare Interactive / Nov. 2019 - July 2021

- Incorporated SEO keywords into engaging content, while following Google's best practices
- Researched a wide range of client industries, such as home remodeling, solar panel installations, farm equipment sales, and auto repairs

Copywriting Intern / Mythic Advertising / June 2019 - Aug. 2019

- Contributed the copywriting portion of an intern-led project, which required collaboration and client presentations

Advertising Intern / Tattoo Projects / Aug. 2018 - Dec. 2018

- Wrote copy for video ads, presentations, mailers, and more

Education

Appalachian State University

August 2014 - August 2018

Bachelor's degree in Advertising with minor in Marketing

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

Moz (SEO), Semrush (SEO), Canva (design), Monday (Project Management)

Certifications

NC State Digital Marketing, HubSpot Search Engine Optimization, HubSpot Content Marketing, HubSpot Inbound Marketing

References

Shannon Nolan - Events Manager

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Laura Brittain - Advertising Professor

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Jay Adams - Talent Acquisition Manager

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