

JARED HUSKEY

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EXPERIENCE

RPA – Senior Copywriter; Santa Monica, CA February 2024 – Present

- Concept and develop campaigns, social content, video, audio, and out-of-home advertising for AMPM, Arco, La-Z-Boy, Pocky, Spectrum Internet, Thorntons, and new business.
- Collaborate on video productions with producers, directors, animation studios, practical FX studios, on-screen talent, and editors.
- Cast and direct voice actors for audio spots.
- Oversee junior and mid-level creative teams' work.
- Mentor copywriter interns and juniors.

RPA – Copywriter; Santa Monica, CA January 2022 - January 2024

- Concepted, pitched, and developed AMPM's "Crave-venience" 360 campaign.
- Wrote social content, video, audio, and out-of-home advertising for AMPM, Arco, Pocky, and new business.
- Shot and acted in social videos.

Tilted Chair Creative – Copywriter; Austin, TX June 2021 - December 2021
Junior Copywriter; Austin, TX September 2019 - May 2021
Copywriter Intern; Austin, TX May 2019 - August 2019

- Wrote social content, digital spots, website copy, manifestos, and more for clients including Atlassian, BigCommerce, Ethos Life Insurance, Weaver, Olive + M, Southside Market & Barbeque, and Green Light Social.
- Developed and pitched campaign concepts to prospective clients.
- Generated names and brand voices for new businesses.
- Engaged in "Brand Together" efforts to support local Austin businesses during COVID-19.

91.7 KVRX Austin – Radio Host; Austin, TX September 2017 - May 2019

- Wrote content, scheduled guests, curated music, and hosted discussions for a two-hour, weekly radio show.

SXSW – Stage Crew; Austin, TX March 2017 - March 2019

- Logistics support for artists and crew at G'Day USA's Australia House and Future Classic's Official SXSW Showcase.
- Crowd control for concerts at Auditorium Shores venue, with over 50,000 attendees in three days.

The Woodlands United Methodist Church – Recreation Ministry Creative Admin; The Woodlands, TX May 2018 - August 2018

- Managed social media presence for 14,000-member church on multiple platforms.
- Concepted campaigns for United Flag Football and Upward Basketball leagues.

Euphoria ATX – President; Austin, TX May 2017 - January 2018
Vice President; Austin, TX January 2017 - May 2017

- Collaborated with officer team to organize and promote benefit concerts in the Austin, Texas area.
- Strategized promotional efforts for Earth Day fundraiser event, raising over \$1,000 for 350 Austin.

ACHIEVEMENTS

2023 Los Angeles ADDY Awards March 2023

- Recipient of four ADDYs for AMPM's "Crave-venience" campaign.

2019 Austin ADDY Awards February 2019

- Recipient of four student awards for portfolio work, including a Silver ADDY for film, video, and sound.

EDUCATION

The University of Texas at Austin – Bachelor of Science, Advertising May 2019
Texas Creative Portfolio Program
Texas McCombs Business Minor

ADDITIONAL INFORMATION

Computer Skills: Microsoft 365, Adobe Creative Suite, Logic Pro X, EventPro

Interests: Music, Film, Comedy, Theatre

Work Eligibility: Eligible to work in the U.S with no restrictions.