

JARED HUSKEY

Portfolio: jaredhuskey.com | jaredhuskey@gmail.com

EXPERIENCE

RPA – Senior Copywriter; Santa Monica, CA

February 2024 – Present

- Concept, write, and develop integrated advertising campaigns across TV, social, digital, radio, out-of-home, and experiential for AMPM, ARCO, Foundation Building Materials, La-Z-Boy, Pocky, Spectrum Internet, Thorntons, and new business.
- Collaborate on video productions with producers, directors, animation houses, practical FX studios, on-screen talent, editors, and post-production vendors.
- Cast and direct voice actors for radio and digital audio campaigns.
- 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 content.

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 videos, brand manifestos, websites, and cross-channel campaign copy 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.
- Contributed to "Brand Together" efforts, supporting local Austin businesses during COVID-19.

91.7 KVRX Austin – Radio Host; Austin, TX

September 2017 - May 2019

- Wrote show content, booked guests, curated music, and led weekly two-hour on-air programming.

SXSW – Stage Crew; Austin, TX

March 2017 - March 2019

- Supported artist logistics, tech setup, and backstage operations for major SXSW showcases including G'Day USA's Australia House and Future Classic.
- Managed crowd flow and attendee experience for live events exceeding 50,000 visitors.

The Woodlands United Methodist Church – Recreation Ministry Creative Admin; The Woodlands, TX

May 2018 - August 2018

- Managed multi-platform social media presence for 14,000-member organization.
- Concepted promotional campaigns for United Flag Football and Upward Basketball leagues.

ACHIEVEMENTS

2025 ThinkLA Awards

May 2025

- Best Audio Campaign finalist for AMPM's "Dollar Baller" campaign.

2023 Los Angeles ADDY Awards

March 2023

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

2019 Austin ADDY Awards

February 2019

- Winner of four student awards for portfolio work, including a Silver in Film/Video/Sound.

EDUCATION

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

May 2019

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.