



ETHANJOWE.COM
510-427-4843
ETHANEJC@YAHOO.COM

ETHAN JOWE: WRITER & CREATIVE

EXPERIENCE:

Shaklee Corporation – Pleasanton, CA

CONTENT CREATOR

October 2019 – Present

COPYWRITER

April 2015 – October 2019

- Works with the creative team to conceptualize ideas and write copy for various uses such as social media, online banners, marketing emails, product copy, print brochures, testimonials, stories, web content and landing pages.
- Creates photography assets for social media, web banners, and printed materials.
- Collaborates with designers, external vendors, marketing, sales, IT and legal teams to coordinate brand voice, product information, and monthly campaigns.
- Manages multiple projects to meet varying deadlines and accommodate quick turnarounds.
- Reviews and copyedits the work of contract writers to align all copy with the brand's voice.
- Major projects include new product launches, corporate blog annual product guide, loyalty program overhaul, and free online wellness classes.

Gyro – San Francisco, CA

JUNIOR COPYWRITER

February 2014 – October 2014

- Worked with the creative team to conceptualize ideas, create campaigns and write copy for outside clients.
- Developed headlines, taglines, body copy and campaign mantras to present to clients.
- Supported clients in a wide range of industries including consumer electronics, financial services, telecommunications, etc. Clients include Toshiba, Visa, Blackberry, Digital Realty, AccessData and Varian.
- Primary copywriter tasked with writing copy for Digital Realty's website overhaul.

Young + Hungry Creative Coop – San Francisco, CA

INTERN COPYWRITER

August 2013 – December 2013

- Worked with the creative team to conceptualize ideas and create campaigns for clients such as SFMTA, Anki Robotics, Trail's End Ranch Radio Show, and PAC-12 network.

EDUCATION:

Academy of Art University – San Francisco, CA

BACHELORS FINE ARTS - ADVERTISING

June 2010 – May 2014



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ETHAN JOWE: WRITER & CREATIVE

SKILLS & ABILITIES:

Copywriting

Primary expertise in writing and copyediting. Skilled in writing headlines, taglines, client pitches, video scripts, press releases, blog entries, brochures, web content, social media and voiceovers. Ability to create various tones and emotions through writing. Frequently collaborates with art directors, designers and account planners.

Art Direction & Photography

Experienced with graphic design and photography. Knowledge and understanding of visual hierarchy, negative space, and brand identity design. Created vector-based logos, clothing prints and typographic designs.

Adobe Creative Suite

Proficient with Adobe Photoshop, Illustrator, InDesign, After Effects, and Premiere. Experience with photo editing and manipulation and vector art.

Microsoft Office

Experienced with Microsoft Word, PowerPoint and Excel.