

Jim Schweitzer

Strategic Copy Pro / Content Marketing Manager

CONTACT INFORMATION:

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SKILLS:

Project Management: Trello, ClickUp, Teams, QuickBase, BaseCamp, JIRA, FunctionPoint, SharePoint

Content Management: Word, Excel, PowerPoint, Outlook, Google Docs, Google Sheets, ChatGPT, Claude.ai, Canva

Marketing Automation: Google AdWords, PerformanceMax / Responsive Search, SEMRush, Keyword Optimization

REFERENCES:

Del Harvey, Former Sr. VP of Trust and Safety, Twitter:
Email: del@delbius.com

Bradley Will, Founder, Riseable Media:
Email: bradley@riseable.com
Phone: (630) 777-9123

Eric Reece, VP Creative Services, Cendyn:
Email: ereece@cendyn.com
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Ryan Myers, Lead Copywriter, GoDaddy:
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Phone: (630) 569-1027

Dave Wertheimer, Photojournalist, CBS
Email: tvcameraboy@yahoo.com
Phone: (612) 616-6081

Derek Weishaupt, Associate Creative Director, Caesars Entertainment:
Email: chickenscratchdh@gmail.com

PROFESSIONAL SUMMARY:

Award-winning marketing strategist with 25+ years of experience driving customer engagement and revenue growth through data-driven initiatives. Proven track record managing international teams, implementing AI productivity workflows, and delivering measurable results across food service, luxury hospitality, fintech, and entertainment sectors. Expert in bridging traditional marketing excellence with cutting-edge AI integration to maximize efficiency and impact.

WORK EXPERIENCE:

Content Manager | Cendyn | 2020 - 2025

Remote Leadership Role - Global Luxury Hospitality

- **Team Leadership:** Directed international team of writers, editors, and freelance content creators serving 650+ luxury hospitality properties worldwide
- **Strategic Content Creation:** Oversaw multi-channel content strategy including websites, advertising, blogs, social media and email marketing campaigns
- **AI Innovation Leadership:** Pioneered AI productivity initiatives, creating workflows and best practices documentation that increased content output efficiency
- **Cross-Functional Collaboration:** Partnered daily with senior management, account managers, and multiple project teams to deliver high-quality deliverables in fast-paced, deadline-driven environment
- **Performance Optimization:** Maximized guest response rates through strategic content positioning and cutting-edge high-yield advertising formats

Content Director | Riseable Media | 2019

Milwaukee, WI - Fast-Growth Marketing Agency

- **Strategic Content Leadership:** Directed content creation strategy for emails, newsletters, web copy, and landing pages at rapidly scaling agency
- **Exceptional Performance Metrics:** Achieved 40-50% email open rates across combined mailing lists of 35,000+ customers
- **Revenue Impact:** Executed funnel campaign that exceeded client's single-day Black Friday sales goal by 150%

Senior Copywriter | Capital One | 2017-2018

Richmond, VA - Fortune 100 Financial Services

- **Enterprise-Scale Content:** Created customer-facing communications including direct mail, email marketing, UI/UX, and fraud/risk communications
- **Industry Recognition:** Lead copywriter on "Mainstreet" branding guidebook called "groundbreaking" and "a new standard" by Sr. VP of Creative
- **Crisis Communications:** Lead writer on operational disaster response playbook for company-wide emergency protocols
- **Thought Leadership:** Published content marketing articles on Capital One blog and Forbes.com affiliate page, achieving engagement in the tens of thousands
- **Technical Writing:** Crafted UI/UX content for mobile applications including CreditWise credit monitoring app

KEY ACHIEVEMENTS:

Performance Excellence: Consistently received maximum merit increases and glowing performance reviews across multiple organizations

Industry Awards: Multiple recognition for creative excellence and marketing innovation

Revenue Impact: Documented success in driving significant traffic increases, revenue growth, and engagement metrics

Crisis Leadership: Developed enterprise-level disaster response protocols for Fortune 100 company

AI Integration Pioneer: Early adopter and leader in implementing AI productivity workflows in content creation

WORK EXPERIENCE (Cont'd):

Lead Copywriter | Braintrust Agency | 2015-2016

Las Vegas, NV - Full-Service Agency

- **High-Profile Client Management:** Created compelling sales and marketing copy for national entertainment, government, gaming, and hospitality clients (e.g. Marriott Hotels, Bon Appétit, Wolfgang Puck, M&M/MARS, NASCAR, The Venetian/Palazzo, Swarovski)
- **Exceptional ROI Results:** Delivered 95% increases in website traffic, doubled revenue, and 23,000% social media traffic improvements
- **Omnichannel Expertise:** Crafted content across billboards, print, television, radio, web banners, direct mail, websites, and email marketing
- **Brand Development:** Led corporate branding initiatives including style books and brand guidelines
- **Award Recognition:** Won multiple industry awards with creative team

Sr. Copywriter | The Sportsman's Guide | 2007-2013

South St. Paul, MN - Catalog Retailer

- **High-Performance Sales:** Achieved consistent high quality and weekly volume goals writing direct-mail print and web sales copy
- **Honors and Recognitions:** Awarded parent company's annual "Excel" citation, several peer-awarded "Above and Beyond" citations for exceptional project assistance and special interdepartmental citation for Outstanding Achievement in Social Media Goals
- **100% On-Time Completion:** Maintained deadline record for Creative Department

Additional Marketing Leadership | 2001-2013

- **Dateline NBC:** Contributed substantial original behind-the-scenes work to "To Catch a Predator", a heavily viewed, nationally recognized anti-predator media TV series with immense global profile
- **Rabinovici + Associates:** Led creative ideation / execution for multiple B2B clients, including Motorola, Hewlett-Packard and Zebra
- **Kim Lighting/AAL Lighting:** Created product copy and marketing materials for outdoor lighting brands
- **Target Corp:** Led brainstorming sessions and content execution for new product development and national retail packaging copy
- **Tribune Media Services:** Developed direct-mail marketing concepts for cable/internet service bundles
- **Country Maid Salads:** Created design, layout and copy elements for marketing and advertising of entire product line
- **Award Recognition:** Won multiple industry awards with several creative teams

EXTRACURRICULAR ACTIVITIES:

- **Podcasting:** Longtime co-host of nerd-themed pop culture podcast
- **Music:** Experienced drummer, and current lead vocal of rock tribute band
- **Public Speaking:** Seasoned veteran of spoken word, stand-up comedy and more
- **Trivia Host:** Experienced pub quiz event leader with years of experience
- **Video Content:** Former screenwriter, won international award for video scripting
- **Audio Engineering:** Decades-running production pro with live event sound/lighting
- **Street Actor:** 15 years' experience at Halloween events and Renaissance Faires