

Jim Schweitzer

Senior Copy & Content Manager — Storyteller

CONTACT INFORMATION:

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SKILLS:

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

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

Marketing Automation: Google AdWords, PerformanceMax, Responsive Search, SEMRush, Keyword Optimization, GA4, SA360, Google Tag Manager

KEY ACHIEVEMENTS:

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

Industry Awards: Multiple recognitions 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

PROFESSIONAL SUMMARY:

Award-winning marketing strategist with 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:

Search Marketing Specialist | GCommerce Solutions | 2026 - Present

Remote Leadership Role - Hospitality Data Management

- **Campaign Management:** Manage and optimize paid search campaigns (Google Ads, Microsoft Ads, etc.) across multiple accounts, monitoring budgets, bids, performance and AI visibility to maximize ROI and reduce CPC
- **Paid Search:** Conduct keyword research and competitive analysis to identify high-value search terms, informing both SEO content strategy and PPC targeting
- **SEO:** Perform on-page and technical SEO audits, implementing improvements to site structure, meta tags, internal linking, and page speed to improve organic rankings
- **Data Analysis:** Analyze campaign performance using tools like SA360 and Google Ads, building reports and dashboards to track KPIs (CTR, conversion rate, ROAS) and inform stakeholder decisions

Content Manager | Cendyn | 2020 - 2025

Remote Leadership Role - Global Luxury Hospitality

- **Team Leadership:** Directed international team of writers, editors, and freelance content creators serving 1,000+ 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 project teams to deliver high-quality SEO-optimized 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%

EXTRACURRICULARS:

- **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, pub trivia hosting and more
- **Video Content:** 20,000 followers on TikTok, international scriptwriting awards

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

Lead Copywriter | Braintrust Agency | 2015-2016

Las Vegas, NV - Full-Service Boutique Advertising Agency

- **High-Profile Client Management:** Created compelling sales and marketing copy for national entertainment, government, gaming, and hospitality clients (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 - International 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

- **Dateline NBC:** Contributed substantial original behind-the-scenes content for "To Catch a Predator", a heavily viewed, nationally recognized, anti-predator media TV series with an immense global profile
- **Kim Lighting/AAL Lighting:** Created award-winning product copy and marketing materials for outdoor lighting brands
- **Target Corp:** Led brainstorming sessions and content creation 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:** Crafted copy, art, press releases, product descriptions, photography and more for a high-volume food products leader