

JAKE WOLFORD

COPYWRITER & CONTENT MANAGER | LOGAN, UT

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Fractional marketing writer with 10+ years of experience driving measurable growth. Known for fast adaptation, sharp strategy, and high-impact campaigns that boost engagement, reach, and revenue.

SKILLS

Content Strategy
SEO + AEO
Lifecycle Marketing
Content Calendar Mgmt
Performance Metrics
In-Depth Collaboration
+ More on [/about](#)

PROFICIENCIES

Adobe Creative Suite
Microsoft & Google Suites
HubSpot, WordPress, Wix
Brevo, Klaviyo, MailChimp
Adobe Workfront
AI Tools

EXPERIENCE

Freelance | Select Clients

2019 – Current

Partner with stakeholders to plan, develop, and deliver quality content. Consistently meet deadlines and communicate scope change early.

- Increased a client's mailing list by 30% in six months.
- Drove a Kickstarter to 264% of its original goal.
- Built an email and social funnel that converted to 6+ executive clients.

Content Manager | ControlByWeb

2023 – 2025

Maintained company style guide. Lead content management for social media, blogs, newsletters, white papers, and more. Collaborated with marketing, sales, and engineering.

- Tripled YoY Facebook reach and engagement.
- Increased newsletter audience by 18%.
- Nearly doubled CTR of all emails.
- Content featured on quality third-party publications such as Control Automation.

Senior Marketing Copywriter | AOEU

2022 – 2023

Developed comms for The Art of Education University (AOEU) and graduate courses alongside the design and academics teams. This included campaign landing pages and emails, digital and print assets for art teachers, and editing and vetting academic content.

Senior Writer | USANA Health Sciences

2018 – 2022

Lead projects from a writing perspective. Mentored fellow writers, hosted brainstorms, and filled in as editor. Maintained company newsletter. Collaborated with a broad range of creatives and employees at all levels.

- Averaged 7% YoY increase in email engagement in mature US, CA, MX, and EU markets.
- Member of creative coalition that produced the Active product line and "Start Something" campaign.

BA, Professional & Technical Writing, Utah State University (2016)