



CASEY JACK SERRANO

COPYWRITER | PHOTOGRAPHER | MARKETING SPECIALIST

Portfolio - caseyjack.co

303-906-9369 - Denver, CO

Linkedin - [@caseyjack_serrano](https://www.linkedin.com/in/caseyjack_serrano)

casey.jack.serrano@gmail.com

INTRO

Detail-oriented copywriter with a passion for crafting compelling, narrative-focused copy and driving engagement through insightful strategy. Thoroughly knowledgeable on copywriting, campaign development, and marketing. Additional skills as a professional photographer and videographer with experience in many different styles including content creation for brands and product content.

EXPERIENCE

American Lighting - Denver, CO - 2023-Present

Technical Marketing Copywriter & Content Manager

- Craft witty headlines, taglines, product names and body copy for print ads, brochures, websites, emails and social
- Break down technical lighting information into content that is easily consumable for everyone

Bucked Up - Salt Lake City, UT (remote) - 2023-2024

Freelance Copywriter

- Write sales-driven copy for landing pages, social media, YouTube Scripts, and general marketing efforts

Archival Youth Culture Ad Agency - Lincoln, NE (remote) - 2021-2023

Freelance Copywriter

- Finished the year strong writing Spotify's 2021 Wrapped summary for Podcast Producers
- Told the deeply fascinating history of Adidas, as well as several lines of their shoes, for a retail store look book
- Helped revive the campaign for the "EDGE" series ships from Celebrity Cruises with fun and quippy headlines, as well as social media concepts

Summit Integrated Systems - Louisville, CO - 2013-2023

Marketing Manager, Photographer, and Lead Copywriter - 2018-2023

- Conceptualize, create, and oversee all marketing and advertising efforts including external campaigns, internal marketing, and marketing for recruiting
- Write and edit all copy on company's website, social media pages, and internal announcements and documents
- Capture and create high quality photo and video content
- Boost Summit's online presence with story-driven social media campaigns and meaningful interactions with customers and potential customers
- Manage and moderate Summit's online presence

Inside Sales and Social Media Manager - 2013-2018

- Utilize online marketing tools to schedule social media posts and keep track of marketing analytics
- Build customer base and overhead revenue by equipment and box sales

TECHNICAL SKILLS

Social Media Marketing
Email Marketing
Mailchimp
Hootsuite
Nutshell
JoinbyText
Google Ads
Google Analytics
Meta Business Suite

WordPress
Squarespace
Google Docs
Google Sheets
Google Slides
Adobe Photoshop
Adobe Lightroom
Adobe InDesign
Adobe Premiere Pro

EDUCATION

- Denver Ad School, Copywriting Program, Denver CO (2021-2022)
 - Headline writing
 - Build ad campaigns for multiple brands
 - Adobe classes
 - Conceptualize campaign insights and concepts
- Citrus College, Associates in Recording Arts, Glendora CA (2007-2009)
- Azusa Pacific University, Studied Commercial Music, Azusa CA (2005-2007)

NOTABLE ACCOMPLISHMENTS

American Lighting

- Technical Copywriting for a brand new, 120-page product brochure that educates while still being entertaining
- Creative Copywriting for 7+ full-page print ads for multiple national magazines that brought new life to the brand's voice
- Creative Email Campaign Copywriting, Design, and Execution for 14-week "Summer Seasonal Lighting" campaign that boosted all digital-based leads

Archival Youth Culture Ad Agency

- Creative Copywriting for major brands (Adidas, Spotify, and Celebrity Cruises) gaining crucial agency experience

Denver Ad School

- Balanced a full-time marketing manager job while attending a full-time portfolio school
- Gained expert knowledge in the art of insights and concepts

Summit Integrated Systems

- Over the course of 6+ years, my team and I produced hundreds of videos, dozens of landing pages, and thousands of stories that connected the brand with their community in ways that had never been done before
- Created the Summit Instagram Account within a very niche demographic and grew it to a community of 4,000+
- Started in sales and paved my own path to become the Marketing Manager