

amy jacobowitz

intro

A resourceful and creative Head of Content with experience in shaping brands, spearheading growth, developing impactful messaging, and creating content for online, mobile, social, podcast, and print, across various brands and verticals.

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experience

Head of Content, Getaway

2018-2020

Led all brand marketing efforts during a period of massive scale for the company, wherein it tripled in size. Oversaw and developed messaging, blog, website, partnerships, press, events, creative direction, thought leadership, podcast, print, and various other verticals. Managed a team and drove strategy that resulted in 4x organic social growth and organic traffic increase. Created a repeatable market launch playbook that drove brand awareness and bookings. Led messaging and brand direction for growth initiatives supporting customer acquisition and retention that drove 170% increase in revenue in 2019.

Director of Content, Common

2017-2018

Developed the brand's voice, tone, and Content Style Guide. Led blog and social strategy, managing a team of freelancers including photographers, writers, and videographers. Built editorial calendars and email strategies, and helped facilitate growth of the brand across every division and platform including web, mobile, and physical activations.

Content Lead, Funkhaus

2013-2017

Wrote messaging and developed brand identities for a variety of companies. Strategized copy and overall written strategy for new technologies created in-house, as well as websites and collateral deliverables for clients. Ran editorial calendars across all content clients, produced all required materials, and trained a team to mirror that role. Named, produced, and wrote for the company's first print publication, Scoundrel. Served as the advocate for content and messaging in every design-forward project.

school

UCLA
Bachelor of Arts in History
3.71 GPA
Class of 2011

highlights

Content development
Design-forward strategy
Brand messaging
Email marketing strategy
Copywriting
Naming
Team Management
Acquisition and retention marketing
Social media
Public relations
Adobe Suite
Microsoft Office
MailChimp, Wordpress, Asana
Google Analytics

references

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