

AMY JACOBOWITZ

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OH HELLO

I'm a resourceful and creative Head of Brand and Content with experience shaping brands, spearheading growth, developing impactful messaging, running brand and content departments, and creating content for online, mobile, social, podcast, and print, across companies, verticals, and (at this point) eras of the internet.

TL;DR

Brand strategy	Content marketing	Naming	Brand partnerships
Content strategy	Cultural marketing	Social media strategy	Copywriting
Verbal identity	Editorial planning	Email marketing	People management

EXPERIENCE

HEAD OF BRAND AND CONTENT

Polywork

FRACTIONAL JULY 2022 - PRESENT

Oversees GTM team and launch of product pivot. Develops brand and content marketing strategies, owning budget, freelancer network as well as in-house team, and end-to-end execution. Sits on SLT, working cross-functionally with design and engineering as the custodian and advocate for the brand.

DIRECTOR OF CONTENT / EXEC. STORYTELLING DIRECTOR

2021-2023

Josephmark

Owned the content and marketing disciplines, overseeing a global team of marketers, communications strategists, social media coordinators, and content strategists as SLT. Facilitated workshops and developed strategies across content, naming, marketing, and GTM. Developed brand identities and tone of voice for various industries including wellness, entertainment, agtech, fintech, hospitality, and sextech.

CONTENT LEAD

Skillshare

FRACTIONAL 2021-PRESENT

FULL TIME 2020-2021

Developed and iterated the company's editorial, social, and GTM strategies. Managed an in-house team, and grew a freelance writer network. Spearheaded business critical projects including a blog migration, development of social justice-forward content initiatives, and SEO editorial strategies. Established new analytics frameworks and pushed the team to develop data-driven content competencies.

HEAD OF CONTENT

2018-2020

Getaway

Oversaw and developed messaging, blog, website, partnerships, press, events, creative direction, thought leadership, podcast, and print during a period of 3x scale. Managed a team and drove strategy that resulted in 4x organic traffic increase and social growth. Created a repeatable GTM playbook that drove awareness and bookings. Led messaging and brand direction for growth initiatives supporting customer acquisition and retention that drove 170% increase in revenue YOY.

DIRECTOR OF CONTENT

2017-2018

Common

CREATIVE CONTENT LEAD

2013-2017

Funkhaus

EDUCATION

UCLA

Bachelor of Arts in History