

Jake Burns

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Portfolio website: <https://www.jakeburns31.com/>

EDUCATION

Colby College, Waterville, ME (May 2017)

Bachelor of Arts *Major:* History *Minor:* Classical Civilization | Gentlemen of Quality Club President

University of Southern Maine – Stonecoast MFA in Creative Writing, Portland, ME (January 2023)

Masters of Fine Arts *Concentration:* Popular Fiction | Popular Fiction Student Ambassador

EXPERIENCE

Third Degree Solutions

Portland, OR

Freelance Writer and Strategist (2021 – Present)

- Writes advertising copy and creates marketing content for a wide range of clients and projects.
- Helps businesses and organizations strategize and implement communications plans using a variety of tools and techniques, with a focus on online platforms and content integration.
- Guides organizations on website building and stewardship with a focus on Squarespace and other user-friendly website creation platforms.

Boathouse, Inc.

Boston, MA

Junior Copywriter (October 2018 – August 2020)

- Wrote advertising copy for a variety of clients including Goodyear Auto Service, Eversource, MBTA, MEFA, Arsenal Yards, Boston Children's Hospital, University of Massachusetts, and multiple pro bono clients such as Beacon Academy and Hale Reservation.
- Produced creative concepts, pitch decks, and fully developed advertisements with my art director partner and oversaw radio recording sessions.
- Mentored summer interns on the creative process and pitch presentation techniques.
- Worked in a wide spectrum of mediums, from social media to full rebranding TV campaigns.

Arnold Worldwide

Boston, MA

Creative Intern (June – August 2018) *Freelance Copywriter* (September – October 2018)

- Worked on multiple national and international accounts including Progressive Insurance, UNICEF, WCFF, PUR Water Filters, and Puma while learning from creative mentors.
- Worked on a wide variety of projects ranging from PR stunt campaigns to radio scripts.

The VIA Agency

Portland, ME

Creative Intern (Copy Writer) (June – August 2016, March – May 2018)

- Worked in the creative department to provide out-of-the box concepting, thinking and writing, including taglines and ad campaigns for Three Olives Vodka, Sprint, and Sea Bags.
- Created full-length web commercial for a retail client as part of a 12-person intern team.

CIEE

Portland, ME

Content Marketing Intern (January – February 2018)

- Developed and managed daily social media posts for Teach Abroad and TEFL accounts.
- Developed FAQ content for websites, researched competitors and industry trends, and worked with program coordinators and participants to develop fresh content.

Maine Preservation

Yarmouth, ME

Web Designer and Social Media Consultant (June 2017-April 2018)

- Created a new website for the organization from scratch using Squarespace.
- Developed social media strategy and posting schedule, doubling followers in one week.

TECHNICAL & OTHER SKILLS & INTERESTS

Computer & Programming: Proficient in MS Office (Word, Excel, PowerPoint, Outlook); hardware and software maintenance; social media (Facebook, Instagram, LinkedIn); website building (Squarespace).

Editing & Production: Canva, WordPress, Adobe Photoshop, video editing and production experience (Sony Vegas), 3D Modeling, experienced in operating camera and sound equipment.

Hobbies: Gardening, historical fencing, writing, guitar, blacksmithing.