

JAKE LAUER

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SUMMARY

Passionate writer, copywriter, and media junkie with a storytelling voice that appeals to a diverse audience. Proven ability to thrive in deadline-driven environments where quality of content is paramount and reader engagement is the driver. Skilled at researching trends, interviewing subjects, and crafting content for digital media.

EXPERIENCE

Maxim, Complex, Paste Magazine, Uproxx New York, New York
Freelance Writer 2016 – Present

- Contribute bylined articles involving trending news items, longer features, and movie reviews covering a variety of topics, including entertainment, culture, film, fashion, music, and technology
- Write branded content pieces for Complex online, working with clients such as Mountain Dew, the NBA, and 1800 Tequila
- Conduct interviews with celebrity subjects such as *SNL* cast member Kyle Mooney and pro skater Brian Anderson
- Wrote using a pen name for a satirical political news site (published anonymously to protect writers)

Likeable Media New York, New York
Junior Copywriter 2016 – 2017

- Led brainstorm sessions with content strategists and design team to integrate clients' brand visions and marketing goals
- Created engaging copy from captions to video scripts to improve clients' social media presence on Facebook, Instagram, Pinterest, and Twitter
- Built and managed content calendars for a diverse clientele including Century 21, Seamless, Sara Lee Snacks and Kaplan
- Oversaw and edited Likeable Media company blog
- Wrote, edited, conceptualized, organized, art directed, strategized, and proofread copy to exceed clients' expectations

Prose Media New York, New York
Freelance Content Writer 2016

- Authored and ghostwrote content for a diverse clientele, including B2B and B2C clients
- Created blog posts, technical pieces, and social media posts
- Focused on client needs with in-depth discovery and thorough research on industry specific topics
- Wrote informed and engaging content, working with editors to incorporate client feedback into projects

Maxim Magazine New York, New York
Contributing Writer 2015 – 2016
Ad Sales and Marketing Associate 2014 – 2016

- Wrote trending article with the most views in December, 2015 (over 30 million hits)
- Wrote, edited, and published articles for Maxim.com ranging from entertainment to technology
- Pitched ideas with keen focus on topics to drive site traffic and express Maxim's editorial voice
- Composed Requests-for-Proposal; created custom decks and conducted research
- Supported ad sales team that tripled ad sales revenue between 2014 and 2015
- Coordinated global travel and complex meeting schedules for sales, executives and management including Publisher and CFO
- Collaborated with team including Publisher, Editor, and CMO to implement major company rebranding and increase ad revenue from luxury fashion partners

Sunshine Sachs and Associates New City, New York
Public Relations Intern 2013

- Compiled media lists and updated trackers for publicists and clients
- Performed daily tasks of publicists, including media scans, research, and collection of coverage data for high profile clients
- Worked on team to devise taglines for client marketing campaign

ADDITIONAL EXPERIENCE/ACTIVITIES

- New York University School of Professional Studies, Writing Across Media course 2016
- Served as Production Assistant at shoots for comedy web series "AKA" and was Production Intern at Park Ave Post 2014
- Worked as Campaign Staffer training new canvassers and staff; communicated with voters on behalf of candidate 2013
- Member/Alumni of Sigma Phi Epsilon Fraternity; voted "Most Comedic" in senior superlative 2010-Present
- New York Film Academy, New York, Los Angeles Summers 2007, 2008
- Extensive travel to 22 countries

EDUCATION

Muhlenberg College, Allentown, PA 2013
Bachelor's Degree, Philosophy; Phi Sigma Tau International Philosophy Honor Society