

Jack C. Lake

I am a high-energy customer service oriented professional that is systems driven and organized. I am a natural communicator with proficient written and verbal skills ranging from traditional presentations and copywriting, to digital media. I am looking for an opportunity to use my skills in a fast-paced environment to help the company and clients achieve their goals.

Skills

Customer Service, Communication & Presentation, Media Copywriting, B2B & B2C Sales, Event Planning & Coordination, Database Software, AP Style, Social Media, Copy Editing

Experience

Pittsburgh in the Round Online Magazine, Pittsburgh, PA - October 2014 – Present

Co-founder, Marketing & Development

- Leading development and maintenance of publication to serve Pittsburgh's theater community
- Managing and editing content schedule and articles from multiple writers
- Developing sales and marketing strategies to establish ongoing relationships with advertising accounts
- Implementing paid and organic advertising and marketing strategies increasing impressions and subscribers

Guest Hook – Vacation Rental Copywriting Agency, Pittsburgh, PA – June 2016 – Present

Freelance Copywriter

- Create copy for luxury rental properties while adhering to strict style guidelines and hard deadlines

Bierport, Pittsburgh, PA - October 2015 – Present

Certified Beer Server (Cicerone Level One) and Retail Associate

- Gained extensive knowledge of craft beer products, industry and market
- Consulted management on product purchasing, inventory management and event planning & marketing
- Renewed Pennsylvania RAMP Certification, January 2017

Plummer Slade, Inc., Pittsburgh, PA - January 2015 – October 2015

Scheduling & Marketing Coordinator

- Managed both long-term and short-term project logistics
- Facilitated client relations and communications
- Developed and implemented quarterly marketing plan, including newsletter and web content

American Red Cross, Morgantown, WV - January 2013 – September 2014

Donor Recruitment Representative

- Recruit community and corporate sponsors while developing custom donor recruitment strategies for each account
- Manage an operations calendar within strict staffing parameters
- Educated community about blood products and the donation process with presentations

LiveWellWV Extension Services, Morgantown, WV - August 2012 – December 2012

Public Relations Specialist

- Provided consultation for clients' website design and content creation with the goal of increasing and maintaining web traffic
- Developed a comprehensive communications plan for website, social media and traditional media vehicles

Education

P.I. Reed School of Journalism, West Virginia University - December 2012

Bachelor of Science in Journalism Major: Public Relations Minor: Business Administration

Internships

The Daily Athenaeum September 2012 – December 2012: Arts & Entertainment Reporter

The Dominion Post May – August 2012: Reporter

Public Relations Student Society of America August 2010 – December 2012: Community Service Chair

Personal Interests

Biking, Cooking, Craft Beer, Travel, Science & Technology, Arts & Culture, Community Developments, Small Business, Hiking, Kayaking, Camping

Links

[Pittsburgh in the Round](#)

[Linkedin](#)

[Writing Samples](#)

[Instagram](#)

Contact:

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