

Ian Birnbaum

Freelance Writer

icb0005@gmail.com

Summary

You want words? I got your words. I've been a journalist and creative advertising specialist for more than ten years. Previous business cards included titles like: ghostwriter, editor, reporter, feature writer, investigative journalist, screenwriter, content writer, managing editor, and guerilla marketer.

I brew pretty good beer, too, but that isn't relevant. Unless you like beer—in which case, we really should talk.

Experience

Freelance Journalist at Self-Employed

September 2006 - Present

I contribute regularly to PCGamer.com, Vice.com, TheOutline.com, and many others. Research news, identify important political or industry figures, pitch articles, write stories. Background in investigative and interview-focused features.

Managing Editor at Capital One

September 2016 - November 2017 (1 year 3 months)

Managed, edited, or wrote all copy needed for the Capital One Home Loans website, including learning center articles, loan product pages, and customer FAQs. Focused on building content that educated customers about loans, taxes, and other topics. I assigned articles to freelance writers and edited their work; built and maintained the editorial calendar; wrote articles to educate our sales team; wrote scripts and handled podcast production; outlined and wrote book-length manuscripts.

Content Writer at Amazon Web Services

February 2016 - July 2016 (6 months)

Served as lead writer and managing editor for the Amazon GameDev blog, including GameLift and Lumberyard. Duties include pitching stories, writing stories, building an editorial calendar, interviewing developers, editing articles, and managing freelance writers. Focused on building a syllabus of tutorial guides and creating written and video lessons for developers new to the technology.

Senior Copywriter at AvreaFoster

December 2015 - March 2016 (4 months)

Served as copywriter and creative guide for project-based and retainer clients. Owned company voice and brand standards requirements for retainer clients.

Senior Copywriter at VLG

September 2014 - November 2015 (1 year 3 months)

Guided strategies for creative direction, web site concepts, and mail piece ideas for direct mail marketing campaigns. Wrote ad copy for diverse corporate clients, following their individual brand guidelines and voice. Clients included MetLife, UPS, Cree Light Bulbs, and many others.

Digital Creative Copywriter at jcpenny

September 2011 - May 2014 (2 years 9 months)

Assisted the copy team transition to a new digital platform designed for SEO compatibility. Led optimization efforts that led to a 30% gain in web traffic. Oversaw creative copy for the online watch department, results proved a 300% increase in sales for involved brands. Remained adaptable and creative as company changed CEO twice, resulting in frequent changes in policy, processes, and technology.

Editor at Brown Books Publishing Group

January 2009 - May 2011 (2 years 5 months)

Began as a college intern and got hired full-time. Took a lead role in editorial projects, including editing, proofreading, and writing back cover/flap copy. Ghostwrote several manuscripts. Organized long-term creative overhauls for drafted manuscripts. Helped build plans, outlines, and study materials for teachers authoring work in education. Key organizer in the launch of the eBook division; developed web copy and managed the transition from print to digital.

Sports Stringer at Denton Record-Chronicle

August 2006 - January 2009 (2 years 6 months)

Wrote fast-turn coverage of sports competitions and events across the Denton R-C's delivery area. Multi-tasked to conduct a dozen interviews a night, transcribed box scores, and wrote coverage under short deadlines. Covered on-site athletic events and conducted after-game interviews and coverage.

Education

University of North Texas

Bachelor of Arts (B.A.), Journalism, 2005 - 2009

Sandra Day O'Connor High School

2001 - 2005

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[Contact Ian on LinkedIn](#)