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Jamieson McCormack

SENIOR CONTENT WRITER &
STRATEGIST

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remote worker

About Me

Senior B2B + B2C writer and creative strategist who turns complex ideas into clear, persuasive stories that move audiences to action.

I specialize in B2B technology, SaaS, thought leadership, demand generation, brand voice, and content strategy, with experience translating everything from AI and ERP to BI and IoT into language real buyers understand.

I bring more than a decade of experience across B2B and B2C, combining strategic thinking with strong editorial instincts and a distinctive ability to make complex subjects engaging, human, and memorable.

My work has supported global technology brands including SAP, Microsoft, Lenovo, Cisco, and Mailchimp, as well as consumer brands like Lululemon, Lush, Vega, Saje, and Earth's Own.

Experience

CREATIVE STRATEGIST - WRITER

Freelance

2017 - NOW

Support diverse clients across B2B, B2C, UX, and creative writing, combining strategic thinking with hands-on execution.

- Develop brand voice, content strategy, and marketing plans for growing brands.
- Lead voice and visual rebrands, including Earth's Own.
- Write conversion-focused copy across websites, social, blogs, newsletters, email, advertising, print, and scripts.
- Develop comprehensive brand voice documents and style guidelines.
- Provide copy editing, content QA, and creative direction.
- Create content and messaging designed to engage audiences.
- Create viral social content, including a Change.org #FixMeta campaign video that reached 1.3 million views.
- Mentor junior writers and provide technical writing support when required.

Selected Clients: Earth's Own · Native Shoes · Organika · Ancient Nutrition · CBC Vancouver · Netcoins · Ryderwear · Lululemon · Vega

Core Skills

B2B Content & Messaging

Thought Leadership · Content Strategy · Demand Generation · Buyer-Focused Storytelling · Campaign Messaging · SaaS & Enterprise Technology · Full-Funnel Content

Writing & Editorial

Long-Form Content · Blogs · Landing Pages · Web Copy · Email & Newsletters · Social · Scripts · Product Storytelling · Copy Editing & Proofing

Brand & Creative Strategy

Brand Voice Development · Tone & Voice · Campaign Ideation · Audience Insight · Creative Direction · Content Calendars · Pitch Development

Technical & Digital

UX Writing · SEO · HTML · WordPress · Content QA · Social Analytics

SENIOR COPYWRITER

Intercept Group

2025 - NOW

Help global technology brands turn complex ideas into clear, persuasive B2B stories that resonate with buyers to support high-consideration purchase decisions.

- Lead messaging and copy for B2B campaigns targeting enterprise, mid-market, and public-sector audiences.
- Translate complex technologies, including AI, BI, ERP, and IoT, into clear thought leadership and buyer-focused narratives.
- Write blogs, newsletters, and demand-generation assets across the full marketing funnel for SaaS and enterprise technology clients.
- Drive content independently and collaboratively from outline through strong draft, developing brand, content, and demand-generation assets.
- Collaborate with strategists, product marketers, and subject matter experts to align messaging with campaign and editorial goals.
- Write for global technology clients including SAP, Mailchimp, Microsoft, Lenovo, and Cisco.

Experience



LEAD PRODUCT COPYWRITER

Saje Wellness

2024 - 2025

Led product storytelling and technical content across the customer journey.

- Developed product names, descriptors, and romance copy.
- Collaborated with formulation, marketing, and retail teams to align content with brand voice and customer experience goals.
- Wrote and proofread user-friendly product manuals and labels.
- Ensured clarity, accuracy, and consistency across technical documentation.
- Applied copyright law, SEO, and UX writing best practices.

BRAND COPYWRITER

Lush Cosmetics

2022-2024

Created brand-aligned editorial and product content across wellness, lifestyle, sustainability, and values-led storytelling.

- Created conversion-focused copy for web, social, blogs, email, and video scripts.
- Led Values & Ethics content, including long-form blogs, sustainability stories, and interviews.
- Developed wellness content including gift guides, lifestyle articles, and product education.
- Collaborated with charitable giving and creative teams on campaign execution.
- Edited and proofread content for consistency and brand voice.
- Applied SEO, basic HTML, and WordPress skills to digital content.

LEAD COPYWRITER

Ryderwear

2016 - 2017

Developed brand voice and conversion-focused copy across multiple digital channels for a fast-growing consumer brand.

- Developed and maintained Ryderwear's brand voice across platforms.
- Wrote conversion-optimized copy for email, websites, paid advertising, and social.
- Collaborated with marketing leads on creative concepts and campaigns.
- Researched, wrote, and sourced visuals for blog content.
- Managed editing and proofreading to maintain clarity, consistency, and tone.
- Mentored junior copywriters and upheld content quality.

DIGITAL MARKETING LEAD

Jive PR + Digital

2015 - 2016

Developed content strategies and brand communications for B2B and B2C clients in fast-moving digital environments.

- Created social media strategies for B2B and B2C brands.
- Developed long-lead and monthly content calendars.
- Wrote blogs, web content, and social copy aligned with client goals.
- Used trends and competitive insights to guide content direction.
- Managed client relationships and campaign reporting.
- Supported entertainment marketing initiatives, daily engagement, and influencer outreach.

SOCIAL MEDIA STRATEGIST

Vega

2014 - 2015

Created brand-aligned digital campaigns and content designed to increase awareness and community engagement.

- Planned, executed, and analyzed digital campaigns.
- Wrote blog content, social copy, email communications, and customer-facing content.
- Led reactive copywriting across social channels.
- Maintained consistent brand voice across digital touchpoints.
- Partnered with Brand Marketing and Customer Service to create memorable customer experiences.

SOCIAL MEDIA COORDINATOR

lululemon athletica

2012 - 2014

Built brand voice and community engagement through strategic social content and customer communications.

- Managed customer engagement and reactive copy across Twitter, Facebook, Instagram, and Bazaarvoice.
- Researched, wrote, and sourced blog content aligned with brand tone and audience interests.
- Created and executed customer loyalty and "Surprise & Delight" initiatives.
- Analyzed engagement data, ROI, and KPIs to inform content strategy.
- Led social media efforts for the SeaWheeze campaign, driving annual campaign engagement through original creative content.