



JAMIE ADERSKI

[LinkedIn JamieAderski.com](https://www.linkedin.com/in/JamieAderski.com)

PROFESSIONAL SUMMARY

Versatile, data-driven creative brand and marketing copywriter with a background in comedy writing and performing. Over seven years of experience as a copywriter in digital media, tech start-ups, branded content, and as an in-house copywriter. Content strategist and writer of long- and short-form content, including scripted video, viral social media, CRM email, lifecycle marketing, UX copy, ads, taglines, editorial articles, and more for brands including Paramount, Amazon, Google, Bustle, and Parents.

SKILLS

- Social media content
- Storytelling
- Content strategy
- Newsletter creation
- Multichannel copywriting
- Brand voice development
- Email marketing
- WordPress, Canva, Figma
- Ad copywriting

EXPERIENCE

Senior Copywriter

March 2023 - Current

NETWORX | New York, NY

Marketing: In-house copywriter across all platforms for B2C, DTC, B2B – Lead generation tech company.

- Write effective, goal-oriented copy for every stage of the marketing funnel across all platforms.
- Orchestrated a comprehensive lifecycle content strategy, including CRM flow and UX copy redesign, to enhance user experiences and boost conversion rates.
- Tailored sales messages to specific consumer segments, adapting tone and language for targeted messaging.
- Pioneered the implementation of content request and review guidelines, streamlining collaboration and improving efficiency across teams.
- Spearheaded a highly effective editorial-style homeowner email marketing content strategy, resulting in increased click-through rates (CTR), inquiries, and sales.
- Established and maintained brand language guidelines across teams to ensure brand consistency.

Senior Email Editor & Strategist

May 2022 - February 2023

MOTHERLY | Remote

Marketing & Brand Growth – Digital Media company with over 30M active users.

- Elevated email performance: Increased open rates from 37.9% to over 60% and grew page views by 219% monthly.
- Forged consistent brand voice across platforms, optimizing email content, CTAs, and marketing materials for brand consistency and user engagement.
- Pioneered captivating newsletter content: Weekly creation with e-commerce, editorial, and branded elements, driving web traffic.

- Streamlined branded email creation, delivering higher-quality results efficiently.
- Contributed to editorial priorities, aligning with industry best practices.
- Collaborated with design team, ensuring consistent branding.

Senior Copywriter & Branded Content Editor
TINYBEANS & RED TRICYCLE | New York, NY

May 2020 - May 2022

Branded Content Studio – Digital Media company merged with start-up app reaching 26M monthly.

- Produced a high volume of customized email, social, digital, and editorial branded content across diverse industries including entertainment, toys, pharmaceuticals, beauty, food, baby, kids, and travel. Notable partners include Walmart, Amazon, Apple, Netflix, and Google.
- Led brainstorming sessions, pitched compelling content and campaign ideas, and efficiently delivered high-quality content within tight deadlines.
- Ensured client satisfaction through open communication and feedback-driven draft revisions.
- Set records for the most repeat clients in company history, surpassing sales goals in both 2020 and 2021, with a remarkable 25% engagement increase in Q4.

Copywriter and Content Strategist
TINYBEANS | New York, NY

December 2019 - May 2020

Marketing – Family photo-sharing tech start-up app

- Orchestrated a brand voice and tone rebrand in preparation for the merger of with digital media company Red Tricycle, establishing a cohesive brand identity.
- Efficiently refreshed and managed a weekly Instagram Influencer Takeover campaign and successfully boosted brand engagement.
- Conceptualized and wrote captivating campaign content for the Brand Partnerships team, encompassing editorial and review-style articles, newsletters, SMS, video, and social content.

Freelance Script Writer & On-Camera Talent
Poltzer Cretive | New York, NY

June 2020 - August 2020

- Collaborated with production team and clients, conceptualizing, writing, and editing scripts for digital and social media and acted as on-camera talent.

Artistic Director
THE PEOPLES IMPROV THEATER | New York, NY

December 2017 - December 2019

- Produced and managed the Improvisation House Team program spanning two stages for this original comedy theater started by a Saturday Night Live alumnus.
- Led auditions, placement of talent, and mentored 100 performers throughout each season.
- Crafted curriculums and taught improvisation and writing classes and workshops.
- Constructed and led corporate improvisation workshops, tailoring curriculums to individual client needs.
- Noted as “...a master (*improvisation*) teacher” —*New York Magazine*.

Freelance Script Writer & On-Camera Talent
Parents, Dotdash Meredith | New York, NY

October 2017 - Nov 2018

- Conceptualized, wrote, directed, and starred in a viral video for Parents digital media with over 2.4 million views.
- Aided in the creative direction and acted as on-camera host for Pregnancy Week-By-Week digital series.

EDUCATION

B.S - Psychology

FORDHAM UNIVERSITY, New York, NY

Summa Cum Laude, National Honor Society, Psi Chi

PORTFOLIO LINKS

[Website](#)

BRANDED EDITORIAL

[ALL](#)

[Paramount+](#)

[OxiClean](#)

[Netflix](#)

[Microsoft](#)

[Amazon](#)

[Google](#)

[AppleTV+](#)

[Target](#)

[Walmart](#)

CRM EMAIL

[Motherly Email](#)

SOCIAL MEDIA AND SCRIPT WRITING

[Viral Social Media Script Writing \(Parents\)](#)

[Video Script Writing \(Tinybeans—Poltzer Creative\)](#)

[Video Script Writing \(Jenzy—Poltzer Creative\)](#)

[Video Script Writing \(Bustle/Elite Daily\)](#)

PERSONAL PROJECTS

[Viral TikTok Videos](#)

[Comedy Writing](#)