

JON COPP

Creative Director, Copywriter, Brand Builder

coppywrites@gmail.com

804.591.9106

ABOUT

I'm part content designer, part creative copywriter, and always learning something new. Whether I'm writing for products, or campaigns, I leverage insights and data to make it simple, engaging, and useful.

EXPERIENCE

CREATIVE DIRECTOR, HEAD OF COPY
REALTOR.COM

AUSTIN, TX
MAY 2025 - PRESENT

Lead a team of writers and designers to create ads and programs for TV, print, CRM, digital and experiential events.

CREATIVE DIRECTOR, COPYWRITER
YETI

AUSTIN, TX
MARCH 2023 - APRIL 2025

Concept and develop campaigns to launch new products, drive urgency for sales, and build brand love. Serve as the content design and UX copy liaison for site improvements and product development.

FREELANCE COPYWRITER & CONSULTANT
COPPYWRITES.COM

AUSTIN, TX
NOVEMBER 2021 - FEBRUARY 2023

Worked with brand and product teams to develop their voice and communication strategies. I helped cross-functional teams find the tone that resonated with their audience, and built guidelines for creating consistent, compelling copy for their products, and marketing materials

SENIOR BRAND CONTENT STRATEGIST
NERDWALLET

SAN FRANCISCO, CA
NOVEMBER 2020 - NOVEMBER 2021

Worked with Marketing, Brand, UX Design, and content writers to develop strategies and campaigns to market the NerdWallet app — at the intersection of UX design, brand voice, and marketing strategy.

ASSOCIATE CREATIVE DIRECTOR, COPY
Vrbo

AUSTIN, TX
NOVEMBER 2019 - NOVEMBER 2020

Creative lead in the development of TV campaigns, online video, social media, and display ads. Created the voice and tone for the brand and implemented it across product and marketing channels.

UX WRITER / CONTENT STRATEGIST
INDEED

AUSTIN, TX
JULY 2018 - NOVEMBER 2019

Worked across Indeed's suite of products, helping teams bring context and clarity to their communications and align with Indeed's voice and tone, industry best practices, and user expectations.

SENIOR COPYWRITER
T3

AUSTIN, TX
DECEMBER 2015 - JULY 2018

Concepted and wrote campaigns for UPS, 7 Eleven, Moe's Southwest Grill, Schlotzsky's Deli, and T3's internal marketing efforts. UX Writing and Content Strategy for Staples and Pizza Hut.

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SENIOR COPYWRITER**BOXING CLEVER**

ST. LOUIS, MO

OCTOBER 2014 - NOVEMBER 2015

Lead writer for Woodford Reserve, Tuaca, Southern Comfort, and Loufest Music Festival.

COPYWRITER**MOOSYLVANIA**

ST. LOUIS, MO

MAY 2013 - OCTOBER 2014

Developed creative strategies, experiential marketing events, print, broadcast, and digital content for Sapporo, Bacardi, Atlantic Aviation, and Spectracide.

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY
B.S. MASS COMM, CREATIVE ADVERTISING

RICHMOND, VA
GRADUATED DECEMBER, 2011