Jack DeMare

21644 Hunter Circle South
Taylor, Michigan 48180
734.626.2206
www.jackdemare.com
demarejackwork@gmail.com

SUMMARY OF QUALIFICATIONS

Award-winning copywriter with agency experience developing advertising campaigns, digital content, social media and email marketing for national and regional brands. Skilled in brand messaging, headline writing, campaign development and creative collaboration across multiple industries. Earned my M.S. in Business of Branding and Copywriting and a B.A. in Advertising (Creative), combining strong creative storytelling skills with a strategic understanding of brand development and consumer engagement.

PROFESSIONAL EXPERIENCE

July 24 to Jan 26 — **Laughlin Constable,** Chicago, Illinois
Developed advertising copy for multiple name-brand clients for an up-and-coming independent agency.
Associate Copywriter

- **Wrote an award-winning advertising campaign for DampRid Moisture Absorber,** winning **2 Silver Chicago Addys** and **1 Silver at the United Adworkers 99 Awards**.
- Created headlines for numerous billboards and digital ads for North Shore Bank, Northwestern Medicine and the ASPCA.
- Partnered with numerous Art Directors to create various social media posts for clients like Vienna Beef and North Shore Bank.
- Developed the messaging for monthly email blasts for clients like Travel Wisconsin, ASPCA and True Value Hardware.

Sept 21 to May 22 — **SmashCuts! Freelance,** East Lansing, Michigan
Full-time photo and video editor for various comedy troupes, YouTubers, and other independent artists and around Michigan State University
Head Video/Photo Editor

- **Edited 4 videos for YouTuber SupraLugia,** racking up a total collective view count of 20,000.
- Lead video editor of TurtlePod Productions "Star Wars Parody", which involved **using Adobe Premiere Pro and Photoshop** to **chromakey footage and edit thumbnails**.

May 19 to Aug 19 — **Magna Industries,** Troy, Michigan
Summer Internship where I assisted their Packaging division in daily responsibilities and assignments.
Internship

- Wrote the monthly newsletter for the Magna Packaging Division.
- Organized and hosted the 2019 Magna Supply Chain, Packaging and Transportation Conference with my fellow interns.
- Updated all advertisements in the 2019 Magna Supplier Directory.

EDUCATION

Bachelor of Arts – Michigan State University 2022
Majors: **Advertising (Creative)** Minor: **Fiction Filmmaking**
Master of Science – Virginia Commonwealth University 2024
Major: **Business of Branding, Copywriting**

ATHLETICS/CLUBS

Michigan State Rowing Team 18-20
Michigan State Film-Production 21-22
Theta Delta Chi Social Fraternity 19-22
Second City Training Course 2025
High School Yearbook Editor 17-18