

# John Weirick

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Minneapolis

## Copywriter

U.S. Bank | March 2022–current

- Developing concepts, writing engaging and effective copy, and presenting creative work for large-budget B2B and B2C targeted and national campaigns, including digital display banners, social media ads, print ads, SEM content, flyers, radio spots, direct mail, brochures, and other assets.
- Collaborating with high-level officers, designers, strategic marketers, project managers, and other stakeholders to create and optimize creative assets to achieve business line and company objectives.
- Managing demanding concurrent projects with tight timelines and demonstrating strong organizational skills while maintaining close communication with stakeholders and collaborators.

## Senior Marketing Copywriter and Editorial Coordinator

Augsburg University | April 2021–March 2022

- Wrote and edited marketing material and strategic communications for dozens of audiences in collaboration with various campus clients to ensure clarity and consistency across the brand.
- Created brand language and coached the editorial staff and other institutional stakeholders in usage.
- Managing editor of two signature publications, leading strategic editorial planning and daily tasks with a team of writers. Four magazine issues per year reached 40,000 subscribers plus online audience.
- Grew the size of the incoming student body and donor base to help secure multimillion-dollar investments to sustain institutional priorities.

## Marketing Copywriter

Augsburg University | February 2018–April 2021

- Wrote, proofread, and edited ad campaigns, magazines, blogs, and print collateral to ensure accuracy and consistent brand language while reaching diverse audiences with strategic messaging.
- Collaborated with designers, project managers, and other departments on multiple simultaneous projects with demanding timelines, shifting priorities, and changing stakeholder needs.

## Writer, Editor, Marketing Copywriter, and Content Strategist

Freelance | May 2010–current

- Collaborating with diverse clients in film, music, hospitality, health, nonprofit, accounting, and finance.
- Building loyal and engaged audiences through digital marketing strategy, including web content, email marketing, social media strategy, influencers and affiliates, crowdfunding, and product sales.

## Copywriter and Editor

NewSpring Creative | December 2013–September 2016

- Wrote daily content for 2 million web visitors, provided editorial direction and oversight, collaborated with key stakeholders while leading a team of writers and advising on PR communications.

## Associate Producer

Talk Radio Network | April 2010–September 2013

- Produced nationally syndicated radio programming for an audience of 20 million listeners.
- Managed social media, wrote press releases, booked interviews, and curated news packages for air.

## Education

- University of Northwestern at St. Paul; Bachelor of Science, Broadcasting and Electronic Media

View portfolio at [johnweirick.com](http://johnweirick.com).