

JONATHAN FINERTY

Creative Director / Copywriter

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portfolio: www.JonFinerty.com

[LinkedIn](#)

More than just a compelling storyteller...a creative problem-solver with over 20 years of experience creating content that builds brands, connects customers, and inspires action.

AREAS OF EXPERTISE

Creative Direction | Strategy | Copywriting | Video & Audio Production | Emails | SEO
Social Media | Banner Ads | OOH | Collateral | Blogs | Whitepapers | Case Studies

WORK EXPERIENCE

Minitab 01/23 – present

Manager, Content Marketing

- Creating compelling content for campaigns and promotions across all channels
- Developing messaging and strategy for lead generation and brand awareness
- Planning content for marketing campaigns based on the customer buying journey
- Filming/editing customer and employee testimonials

Movéo 06/19 – 12/22

Associate Creative Director

- Created content for websites, digital banners, print ads, radio, TV, billboards and more
- Assisted with video production (planning, filming, editing, talent selection)
- Managed/mentored junior level copywriters, art directors, and producers
- Clients: Amita Health, Prisma Health Keck Medicine of USC, Molex, Mitutoyo and Provisur

Centric Digital (contract position) 10/18 – 06/19

Creative Consultant

- Developed copy and strategy for Humana Specialty Pharmacy website
- Researched and wrote descriptions for medications and chronic conditions
- Wrote/produced video testimonials and infographics to support patient journey
- Worked with Google Analytics, Google AdWords, and SEO optimization

Newark 03/15 – 04/18

Creative Manager

- Developed content & strategies for internal/external marketing efforts
- Worked with UX team to optimize mobile apps and ecommerce capabilities
- Wrote and produced product videos, banner ads, social media posts and more
- Worked with electronics manufacturers to develop strategic campaigns

Bswift 03/13 – 07/14

Creative Director

- Established/managed in-house production department
- Managed team handling internal and external clients
- Created explainer videos for healthcare industry
- Collaborated with UX team on decision-support applications

icrossing 02/12 – 02/13

Associate Creative Director

- Developed content for web, print, video, audio
- Managed team of writers and designers
- Wrote copy for a variety of clients and media
- Created multiple award-winning new-business pitches

Rewards Network 01/11 – 01/12

Senior Copywriter

- Developed creative for restaurant owners and diners
- Provided video, audio, and photography services
- Produced motion-graphic product explainer videos
- Created personalized microsites for restaurant-owners

Whittmanhart 08/07 – 08/09

Senior Copywriter

- Produced award-winning digital experiences for Harley-Davidson, SC Johnson, and Sears
- Created viral videos and social media campaigns
- Engaged in strategy sessions and creative planning

RPM Advertising 04/05 – 04/06

Senior Copywriter

- Wrote copy for print, web, radio, television, and OOH
- Assisted with in-house production of commercials
- Provided original music and voice-overs for radio
- Clients include Horseshoe Casino, White Hen and more

EDUCATION

Indiana University, Bloomington, IN

B.A. Journalism

Minor in English