



JESSICA FARAC

Copy Lead

PORTFOLIO

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CONTACT INFORMATION

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SOCIAL MEDIA

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WORK EXPERIENCE

- PRESENT** Sr. Copywriter | Critical Mass / Apple
- Driving copywriting for Apple
 - Crafting stories to boost consumer engagement across digital touch points
 - Developing creative and strategic ideas for launches
- 2019** Copy Lead | Rightpoint
- Developed the agency's copywriting department and implemented content design tools
 - Created 130+ pages of copy for Knauf Insulation, winning them 2020's Best Manufacturing Website
 - Led projects for full website redesigns, brand guidelines, videos, and virtual experiences
- 2018** Sr. Copywriter / Content Architect | Aisle Rocket
- Increased organic traffic on Maytag.com by 33% after spearheading their content marketing initiative
 - Provided creative direction on integrated campaigns, leading to a 40% boost in sales
 - Built the framework for storytelling: outlining user flows, targeting plans, and messaging approaches
- 2014** Copywriter | Aisle Rocket
- Crafted copy across channels: digital, social, video, print, and in-store
 - Led new business pitches that expanded the agency's brand portfolio

EDUCATION

- 2013** Western Michigan University
Bachelor of Business Administration
Major: Advertising & Promotion
Minors: Creative Writing & Business

SKILLS

