

# JAKELIN CEPEK

Copywriter

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(383) 316-0677

Fort Collins, CO



## PROFILE

Dynamic copywriter with 8 years of experience, adept at crafting compelling narratives and strategic messaging. Proven track record in driving engagement and elevating brand presence across diverse platforms, leveraging creativity and analytical insights to achieve impactful results.

## LINKS

[linkedin.com/in/jakelincepek](https://www.linkedin.com/in/jakelincepek)

## SKILLS

SEO Strategy



Content Audit



Brand Voice



Data Analysis



UX Writing



Market Research



Storytelling



Campaign Management



## LANGUAGES

English



Portuguese



## HOBBIES

Photography

Cooking

Gardening

## EMPLOYMENT HISTORY

### Senior Copywriter at Wieden+Kennedy, CO

Mar 2025 - Present

- Spearheaded a cross-functional team of 8 creatives, driving the development and execution of an award-winning campaign that boosted client engagement by 27% within six months.
- Led strategic brainstorming sessions, resulting in innovative content strategies that increased brand visibility for clients across multiple platforms by 35%.
- Mentored junior copywriters, enhancing team performance and reducing project delivery times by 20%, while maintaining high-quality standards.
- Collaborated with senior executives to refine messaging frameworks, directly contributing to a 15% increase in agency revenue through successful new business pitches.

### Copywriter at Ogilvy, CO

Dec 2022 - Feb 2025

- Spearheaded a cross-functional team to develop a comprehensive content strategy that increased client engagement by 37% over six months, driving significant brand visibility.
- Led the creative direction for a high-profile campaign that resulted in a 22% uplift in conversion rates, showcasing strategic insight and innovative storytelling.
- Managed and mentored a team of five junior copywriters, enhancing their skills through targeted workshops, which boosted overall team productivity by 18%.
- Collaborated with account directors to refine messaging frameworks, resulting in securing three key clients and expanding market share by 14%.

### Junior Copywriter at BBDO, CO

Nov 2017 - Nov 2022

- Developed and executed creative copy for over 15 national campaigns, increasing client engagement by 22% within six months.
- Collaborated with a cross-functional team of designers and strategists to refine brand messaging, resulting in a 30% boost in customer retention for key accounts.
- Led brainstorming sessions that generated innovative ideas, contributing to securing three new high-profile clients worth \$1.2 million annually.

## EDUCATION

### Bachelor of Arts in Creative Writing at University of Colorado Boulder

Oct 2012 - May 2017