



JASON FINNERTY

COPYWRITER

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1825 Cliffside Road, Shawnigan Lake, BC, V0R2W5

Summary

I am a fulltime, freelance copywriter, based out of the west coast of Canada and available for contracts around the world. I am a professional, working for professionals, and it is my responsibility to provide quality copy, on time and on budget, that converts your readers into try-ers and buyers. Through in-person meetings and online conferencing tools, I communicate quickly and clearly, and when I take on a project, it's done right, every time.

Freelance Experience

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|----------------|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| 2012 – present | Royal Roads University | Content creation for online and offline collateral, including print ads, brochures, landing pages, social media content, PPC ad copy, etc. |
| 2013 – present | BCcampus | Creating online content and marketing support |
| 2017 – present | Tourism Nanaimo | Content creation for print and online audiences |
| 2017 – 2018 | Tourism Vancouver Island | Content creation for an experiential website as well as the 2017 Visitor's Guide (printed) |
| 2011 – present | Exceptional Wealth Management | Creating and executing marketing campaigns with online and offline content |
| 2017 – present | MAC Renovations | Content creation for blog, social media, and other marketing channels |

Education

Bachelor of Arts: Professional Communication | Royal Roads University

2008/2009

Specialties

Copywriting	Case Studies	Google Analytics
SEO	Marketing Strategy	Content Creation
Media Release	Marketing Copy	Social Media Engagement

References

Karen Bannister, Director, Destination Marketing, Tourism Vancouver Island

- Karenb@tourismvi.ca 250-740-1222

Catherine Riggins, Associate vice-president, Marketing and Alumni Relations, Royal Roads University

- Catherine.Riggins@RoyalRoads.ca 250.391.2600 ext. 4339

Mary Burgess, Executive Director, BCcampus

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