

# Jake Rivard

## Professional Experience

### Communications Manager

PLS | 8/2024 - Present

- Implemented people-first communication standards for 75 check cashing stores throughout the United States.
- Facilitated a series of employee story interviews to personify the PLS mantra: Because You Deserve Better.
- Collaborated with a dozen different teams to write, edit, and approve daily content and communications.

### Senior Content Strategist

TIAA | 11/2021 - 7/2024

- Adopted and innovated the voice of TIAA across mobile, digital, and business-to-business channels.
- Translated complex banking and investment concepts into easily digestible content for TIAA's users.
- Developed a suite of educational articles on trading for first-timers for teachers and university employees.

### Copywriter (Contract)

Spectrum Brands | 05/2021 - 11/2021

- Maneuvered tone and voice across a variety of home and garden brands to ensure a uniquely consistent presentation of each product.
- Prepared video scripts, radio ads, web, digital, and social content for some of the largest home and brands in the country.
- Utilized extensive knowledge of home and garden care to develop a six-part advice column for new gardeners and seasoned vets alike.

### Copywriter

The Distillery Project | 05/2018 - 05/2021

- Conceptualized a fully-furnished digital rebrand for Meijer, the largest grocery chain in the Midwest.
- Collaborated with marketing and design teams to develop an award-winning Diversity & Inclusion video campaign.
- Developed weekly marketing content that reached over 300% engagement within the first three months of assignment.

### Copywriter (Contract)

Meijer | 11/2017 - 05/2018

- Played a pivotal role in creating the grocery brand's first set of e-commerce content and taxonomy standards.
- Wrote over 3,500 product descriptions for food, home, hardware, and electronic products across 15 departments.
- Earned a full-time promotion to the brand's advertising agency in just six months' time.

### Copywriter

Ignite XDS | 05/2017 - 11/2017

- Produced over a dozen ad campaigns for yoga studios, car dealerships, and business-to-business engineering companies.
- Wrote up to 15 blog posts a week for clients covering DIY content, vehicle maintenance advice, and sponsored content.
- Named and developed the Regional BBQ Uncle Ray's potato chip series (and taste tested each flavor for good measure).

## Education

Central Michigan University

Bachelor's Degree in Advertising

2013-2017

with a Minor in Multimedia Design

## Additional Projects

- Winging it in Motown - Detroit Red Wings Beat Writer (2020-2023)
- Last Word on Sports - NHL Editor (2021-2024)
- Freelance Writer (2017-Present)
- Satire Writer (2017-2018)
- Fantasy Novelist (currently searching for a publisher!)



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