

JONATHAN PEREZ

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SKILLS

Brand Voice Development
Campaign Concepting
Social Media Copy
Web and UX Copy
Email Marketing
Paid Digital Advertising
Video Scripts and Storyboards
Creative Briefs
Team Leadership
Client Presentations

PORTFOLIO

www.jonathanmperez.com

AWARDS

Copywriter of the Year
Drive Social Media, 2023
Best in Copy
Drive Social Media, 2022

PROFESSIONAL SUMMARY

Creative storyteller and brand copywriter with 10 years of professional experience in advertising and broadcast media. Skilled at building brand voices, developing integrated campaigns, and writing compelling copy across social, web, email, and video for clients in retail, hospitality, wellness, and more. Previous television news experience pitching, writing, and delivering stories to a wide range of audiences on multiple platforms under tight deadlines.

EMPLOYMENT HISTORY

Associate Director of Copy

Mar 2024 - Present

Drive Social Media, Miami, FL

- Oversee copy strategy for the agency's most prominent accounts, defining brand voice and driving integrated campaigns for social, paid media, and email
- Write copy for client websites including landing pages, service pages, and full site builds
- Lead and mentor a team of copywriters setting creative standards, providing feedback, and driving output quality across all client work
- Collaborate with creative directors, art directors, designers, and videographers to concept and execute campaigns from brief to final delivery
- Present creative concepts, campaign narratives, and final deliverables to clients including owners, CMOs, and C-suite stakeholders
- Develop and enforce brand voice guidelines ensuring consistency in tone and messaging for all platforms and touchpoints

Senior Copywriter

Mar 2023 - Mar 2024

Drive Social Media, Miami, FL

- Wrote across every format: social ads, landing pages, email sequences, video scripts, and awareness campaigns
- Acted as cross-market creative lead, supporting multiple teams when accounts needed senior-level attention
- Contributed to brainstorming, pitching ideas for social ads, video campaigns, and creative executions
- Reviewed performance data regularly to understand what was resonating and adjusted copy strategy based on real results
- Collaborated with clients to understand their goals and messaging needs, driving measurable engagement and ROI
- Trained and onboarded new copywriters, instilling agency standards and best practices for brand-forward creative work

Copywriter

Oct 2021 - Mar 2023

Drive Social Media, Miami, FL

- Developed creative assets and copy for 40+ clients including social media ads, video scripts, storyboards, shot lists, PPC ads, and web copy
- Established the voice and tone for new client accounts, including written guidelines the broader team would follow
- Worked closely with designers and video producers to make sure copy and visuals were working together, not against each other

Associate Sports Producer and Editor

Feb 2021 - Oct 2021

WSVN-TV (FOX 7), Miami, FL

- Created and edited sports packages for evening sportscasts and a weekly 30-minute sports show
- Wrote scripts, edited video, and pitched story ideas alongside on-air talent
- Covered the Miami Dolphins, Heat, and Marlins and produced content across broadcast and social platforms

Fill-in Sports Anchor

Dec 2019 - Mar 2020

NBC 6 South Florida WTVJ, Miramar, FL

- Anchored sports news and highlights during weekend evening sportscasts
- Produced and edited weekend sports segments while meeting tight deadlines

Sports Reporter and Weekend Anchor*Sep 2016 - Sep 2019**13WMAZ (CBS), Macon, GA*

- Reported, wrote, shot, edited, and anchored original stories for nightly news, owning every part of the storytelling process
- Covered Central Georgia high schools, UGA, Georgia Tech, Atlanta Falcons, Braves, and Atlanta United
- Pitched, produced, and presented stories on television and social media platforms
- Anchored, wrote, and produced weekend evening sportscasts independently

Sports Associate Producer*May 2016 - Aug 2016**NBC 6 South Florida WTVJ, Miramar, FL*

- Wrote, produced, and edited the sports block for the 11 p.m. newscast and a weekly 30-minute sports show

Sports Intern*Aug 2015 - Dec 2015**TV20 WCJB, Gainesville, FL*

- Shot high school football games every Friday and wrote scripts for the weekly sports segment show *Overtime*
- Edited video and contributed to sports coverage for weekly broadcasts

5 p.m. Sports Anchor*Jan 2015 - Dec 2015**WUFT News, Gainesville, FL*

- Anchored, produced, edited, and wrote the sports segment for the 5 p.m. newscast covering a 16-county area and University of Florida Athletics

Florida Gators Football Beat Reporter*Aug 2015 - Dec 2015**WUFT News, Gainesville, FL*

- Covered the Florida Gators football team including the SEC Championship and Citrus Bowl
- Attended media availabilities, interviewed athletes and coaches, shot home games, and created packages that aired on multiple newscasts

Florida Gators Baseball Beat Reporter*Jan 2015 - Jun 2015**WUFT News, Gainesville, FL*

- Covered the Gators baseball team including The College World Series
- Produced packages, conducted interviews, and reported live shots for the 5 p.m. and 6 p.m. newscasts

Multimedia Reporter and Contributor*Jan 2014 - Dec 2015**ESPN 850 AM WRUF, Gainesville, FL*

- Edited interviews, delivered sportscasts, and provided on-air talent for national shows including Mike and Mike and SVP and Russillo
- Contributed regularly to local programming as a reporter and on-air voice

Intern*May 2014 - Aug 2014**NBC 6 South Florida WTVJ, Miramar, FL*

- Attended media availabilities for the Miami Heat and Miami Dolphins and assisted with interviews and production
- Edited video and wrote scripts that aired on the 5 p.m., 6 p.m., and 11 p.m. newscasts and the weekly Sunday sports show

EDUCATION

B.S. in Telecommunications*Aug 2013 - Dec 2015**University of Florida, Gainesville, FL*

GPA: 3.68 / 4.00

A.A. in Mass Communications and Journalism*May 2013**Miami Dade College, Honors College, Miami, FL*

Highest Honors / GPA: 3.80 / 4.00