

# Jhon Jaimes [linkedin.com/in/jhonjaimes](https://www.linkedin.com/in/jhonjaimes)

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## Senior Copywriter | Portf.: <https://jhonjaimes.com/>

*I'm eager to embrace a leading role, drawing from my 18 years of experience in the advertising industry as a Senior Copywriter. My proven track record in crafting compelling content and leading teams positions me to deliver exceptional results.*

### Key Skills and Knowledge

- Creative Problem-Solving
- Content Strategy
- SEO Optimization
- Attention to Detail
- Project Management
- Social Media Marketing
- Technical Writing
- Collaboration
- Talent Training
- Client Management
- Effective Communication
- Leadership Acumen

### Advanced Technical Skills

- Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, and Canva.
- Facebook Ads Campaigns, Youtube And Instagram
- Microsoft Office (Word, Excel, PowerPoint).
- Google Suite (Docs, Sheets, Slides).
- Keynote (Both, iPhone And Desktop).
- Microsoft Teams, Slack, Trello, and Jira.
- WordPress and WooCommerce.
- Adobe XD and Figma.

### Career Summary

#### Dentsu Creative Senior Copywriter (Hybrid / Remote)

*May 2016 - Actual*

**Awards:** Led award-winning Haceb Colombians Refrigerator initiative, locally acclaimed and Effie Awards nominated. Distributed citywide, driving high recall (61%), positive brand association (55%), consideration (77%), and favorability (37%).

**Brand Awareness:** Successfully launched the Gillette Body Line, driving engagement, reach, and interaction. Implemented a multi-channel strategy resulting in 5034 photos shared and 1487 codes redeemed in sales.

**Intranet Pages & Web Content:** Strategized and produced web content using Adobe XD and Figma for international brands like Gillette by P&G and Mastercard, resulting in effective ad proposals and engaging social media and website content.

**Social, Digital Media & Apps:** Led the campaign for Máximo Neobank Mastercard, achieving 25,611 registrations in the app, 39 million total impressions in digital advertising, and a 0.48% CTR.

**Blogs + Email Campaigns:** Authored 170,000 words in blog posts, email sequences, and informative articles, achieving a 63% response rate through A/B testing.

**TBWA**

*October 2015 - April 2016*

### **Senior Copywriter (On-site)**

- Conceptualized brand commercials with a global reach spanning 6 countries and over 750,000 views on YouTube alone. Received a strong positive reception for the storytelling approach.
- Achieved a 63% response rate through A/B testing of blog posts, email sequences, and articles, demonstrating the value of cross-functional collaboration.
- Trained a team, resulting in a 25% increase in project success rates, by imparting interview and stakeholder engagement skills through virtual platforms.

### **Sancho BBDO**

*August 2014 - October 2015*

#### **Senior Copywriter (On-site)**

- Increased social media following by 5768 members within a month, resulting in a 1.7% boost in engagement and a 27% increase in shared posts.
- Developed a comprehensive strategy guide, streamlining content based on persona research, simplifying UX, and achieving growth goals.

### **Additional Experience**

#### **Team International**

*October 2023 - April 2024*

#### **Senior Copywriter (Remote / Contract)**

**Brand Awareness:** Orchestrated a successful launch campaign for the new brand image, impacting over 1500 employees and reaching 45 clients across 10 countries.

**Brand Construction:** Led new communication style guide development, implementing across 5 channels for a 20% boost in coherence and engagement.

**Advert:** Headed Q1 2024 communication concept, achieving 17% customer retention increase, establishing strategic platform for ongoing development.

#### **WeAreContent - Seo Content Writer**

*February 2017 - Present*

##### **Freelance (Remote)**

- Deliver over 800 engaging articles, generating an additional 625 backlinks and 5,659 blog shares.
- Develop and implement a comprehensive SEO content strategy, resulting in 10,156 indexed keywords, an 88% increase in organic users, and a 61% rise in organic clicks.

#### **Wordpress and Woocommerce**

*June 2020 - April 2022*

##### **Entrepreneurship (Remote)**

- Developed an Ecommerce with Blog to generate traffic from scratch in WordPress and WooCommerce; developed skills in installation and management of performance plugins such as Yoast for SEO, Elementor and WPForms, increasing conversions by 24.7% in 5 months.

- Redesign and setup of two Shopify stores with several apps, reducing load time to 2.8 seconds and increasing monthly sales 7.2% in 3 months.

### **Education**

#### **Advertising Professional**

**Jorge Tadeo Lozano University – 2006**

### **Professional Writing and Communication Skills**

### **Rosario University – 2008**

- AI Certification for Writers, Writing.io, Jul 2023
- Content, Advertising & Social IMC, Northwestern University, Aug 2022
- Foundations of User Experience (UX) Design, Google, Apr 2021
- Ux Writing / Advanced UX Writing, Platzi, Mar 2021
- Digital Marketing, Andes University, Mar 2021
- Learn Ecommerce Copywriting, LinkedIn, Sep 2019

### **Professional Affiliations**

- **Member of AIVA**, 2023 (Academy of Interactive & Visual Arts, USA)
- **Associate Jury IADAS**, 2022 (International Academy of Digital Arts and Sciences, Europe)
- **Member of ANA**, 2023 (Association of National Advertisers, USA)

### **Languages**

- Fluent in English and Spanish

### **References**

- Available upon request