

My name is Tyler Jones. I'm a Copywriter. This is my resume.

The Nitty Gritty

Ok, so I've got a checkered past, but in a good way. In fact, I think it's given me sort of kaleidoscopic perspective. Here it goes in a nutshell. I worked my ass off in the film and television industry as an Art Director for 8 years. Unless you watch back to school specials or suffer from chronic insomnia, you've probably never seen anything I worked on.

I ultimately left the boundless supply of free Oreos and 14 hour days for a more fulfilling existence. I designed a collection of furniture; built prototypes, sourced local manufacturers and ended up opening my own store on Main Street here in Vancouver. If you were out of town during 2006, you probably missed that too.

It was the copy I crafted for my furniture line and the retail shop that caught the attention of a local design studio here in Vancouver. They hired me on as a copywriter just as I was putting my third and final "Going out of Business" sign in the window.

For me, writing for clients has been a pleasure, and is as much about expressing what they've got to say, as it is about deciphering what it is their customers need to hear. I've learnt how to touch the soft spots, stroke the egos, twist the knife, and tickle the funny bones. I vehemently believe in pushing boundaries and dancing outside the box. Communication is more than a job, it's a responsibility and one I take seriously. I think one paragraph of great writing is worth a thousand pictures.

That being said, my portfolio is available upon request.

Experience

Blast Radius — 2010 - 2012

The move from primarily print work into pure digital was an eye opener. Things moved in digital, words drop from the sky and get sucked through straws. Words are still words of course, but they have to perform like high-flying trapeze artists as well.

Starbucks Global – As the lead client writer in the Vancouver headquarters, I had the rather posh opportunity to get my grubby fingers into many, if not most of the 70 different global campaigns for Starbucks including:

Annual Holiday / Christmas. These were big ones, often six months in the making. By the time the actual holiday arrived, you were lucky to feel anything even close to "good tidings". The concept we created in my first three months at Blast was so well received by the client, it has become the holiday site experience three seasons running. Deliverables also included concept and copy for all associated paid and social media.

Frappuccino Remix Summer. I put my hat on backwards and pulled the very worst of my 80s garb out of storage to nail this demographic. I co-concepted with the creative team to develop the campaign and craft copy for a game changer of a site experience, plus all associated paid and social media.

Pumpkin Spice Latte. The Pumpkin Spice Latte fan is a particularly nutty individual – providing a great opportunity to have some fun. Working with the creative team, we developed a Facebook campaign and paid media platform that went off the charts, and built anticipation around the seasonal release of Pumpkin Spice Latte to feverish heights.

Nike Golf – Worked with the creative team to re-imagine, and streamline the online apparel shopping experience to better align with the brand. I crafted copy for Tiger Woods, Nike Premium, Tour Performance and Sport—men's and women's collections.

Microsoft – Created simple and conversational language style to assist retail sales representatives (Staples, The Source, Best Buy) in recommending specific PCs to perspective buyers. Sometimes when the only thing going for a PC is the fact that it has a keyboard... one has to get pretty darn creative.

Lululemon – Revised and refreshed the men's and women's apparel website experience.

Toolbox Design — 2007 - 2010

I was initially hired on as a freelance writer to help re-brand the branding studio. Before the project was even complete, they hired me on full time and put me to work writing for their own clients.

Toolbox Design – Concepted and fleshed-out an extensive collection of 15 different “personalities” for every piece of collateral in the identity suite; from business cards, to stationery, even the front door buzzer had something unique to say.

Onni Developments – At the height of the Vancouver real estate boom, I assisted thousands of buyers in the purchase of their very own, and often very small slice of an overpriced pie. Developed concept and all supporting copy for residential development promotional materials, print ads, and presentation centres.

Whitefish Foods – The client came to us with what was essentially a massive vat of red juice that needed to be turned into highly coveted bottles of wine. Working with an art director, we developed concepts, provided names and romance copy for a collection of five separate wine labels and in-store promotional materials. Who says alcohol can't be an effective creative crutch?

Brookside Foods – Developed or refreshed concepts and crafted copy for a number of new and existing SKUs, from chicken fingers to indiscernible berries mashed into a paste and drowned in a chocolate-like coating.

Education

Diploma in Graphic Design. Kwantlen University College, 1994

I'm conceptual, creative, fervent, and old enough to know better. I will fight over punctuation. I'm a copywriter, and I'm looking forward to hearing from you.

Tyler Jones

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