

ADAM JACKSON

ACD WRITER

Killer creative from Fortune 500 tech to scrappy challengers

Seattle, WA

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THE AD WORLD

VML | Associate Creative Director | 2021 – 2025

Led integrated creative, brand voice guidelines, and campaign development for **Microsoft, Hyatt, Intel, T-Mobile, Mazda, and Snapdragon** — translating complex enterprise technology into clear, compelling creative for technical and commercial audiences alike.

- Partnered closely with art directors and creative leadership to develop integrated campaign concepts, bringing a POV to early ideation.
- Piloted AI workflows within the creative process — establishing early standards for accuracy, brand integrity, and how the team used emerging tools to scale output.

THE GRIST | Senior Copywriter | 2019 – 2021

Shaped copy and concepting for challenger brands including **PopCorners, Bern Helmets, Bemis, and Little Dish** — stretching budgets into resourceful, creative work. Drove copy strategy behind Little Dish's successful US launch.

- Helped sharpen PopCorners' positioning in a crowded snack market — a repositioning story that contributed to its eventual acquisition by **PepsiCo**.

ATHENAHEALTH | Associate Creative Director – Copy Lead | 2018 – 2019

In-house copy lead for product and customer-facing content including emails and in-app messaging.

GSW | Senior Copywriter | 2015 – 2018

Won new business with St. Elizabeth Healthcare and grew established brands, Relistor and Cayston.

MOXIE | Copywriter | 2014 – 2015

Created social creative for **UPS** and **Coca-Cola**, plus email and web content for **Verizon**.

TRACYLOCKE | Copywriter / Senior Copywriter | 2010 – 2014

Built foundational copywriting chops around shopper marketing and retail commerce for **Pepsi, Sierra Mist, Reebok, and HP**, spanning radio, POS, OOH, TV, and social.

ADVENTURE

U.S.S. PNW UNEMPLOYMENT | Chief Navigator | 2025 - Present

Navigating turbulent unemployment waters, fishing for fresh opportunities, and performing regular freelance tasks—keeping the ship afloat until it reaches safe harbor.

EDUCATION

THE CREATIVE CIRCUS | Graduated 2009 | Portfolio Program: Copywriting

THE OHIO STATE UNIVERSITY | Graduated 2006 | Bachelor of Arts in Communication

AUXILIARY



Spotify Podcast Co-host
2020 - 2022



Kids' Book Illustrator
2016 - Present



OSU Newspaper Cartoonist
2003 - 2006



Concert Enthusiast
2001 - Present