

Jake Gunther

COPYWRITER



Education

book180

April 2026 – October 2026

Copywriting Track

Denison University

Granville, OH · Class of 2022

B.A. Anthropology & Sociology

Minor in Narrative Journalism

Magna Cum Laude

Recognition

Best Cinematography

Full Story Film Festival, 2020

Documentary short on how the pandemic upended life and work in Boston

Skills

Copywriting

Copy Editing

Social Media Content

Journalism

Adobe Creative Suite

Graphic Design

Video Editing

AI Fluent

Experience

Sr. Programmatic Analyst — Spark Foundry, of Publicis

Chicago, IL · 2024–Present

- Manage an 8-figure annual budget across display, CTV, and OLV
- Analyze how creative performs and make the optimizations that keeps the account growing
- Build the decks, present to clients, and communicate what the numbers mean

Programmatic Associate — GroupM, of WPP

Chicago, IL · 2023–2024

- The same job, with less say in it
- Learned the part of advertising that creatives never see, mostly because it's boring

Conference Producer — marcus evans

Chicago, IL · 2022–2023

- Wrote the agenda copy that sold people on three days in a stuffy hotel ballroom
- Cold-called strangers with important titles and kept them on the phone
- Talked executives into speaking at conferences, for free

Reporter — Newark Advocate

Newark, OH · Fall 2021

- Pitched, reported, and wrote stories on deadline, no two on the same subject
- Edited guest submissions into something publishable, down to the SEO headlines

Production Assistant — Human Interest Films

Los Angeles, CA · Summer 2019

- Found stories, worked shoots, logged hours of footage nobody else wanted to touch
- Took long-form interviews and cut them down to something that worked on social