

JASON
TOON



COPYWRITER • MELBOURNE

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SENIOR COPYWRITER • CONTENT STRATEGIST • CREATIVE LEADER

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THE HIGHLIGHTS

- At **Woot.com**, I created the irreverent brand voice that got the world's first daily deal site acquired by **Amazon** in 2010.
- I came to Australia to do the same for **Catch.com.au**. We got bought by **Wesfarmers** in 2019.
- In 2020, I joined **Redbubble**, the largest global marketplace for independent artists.
- My freelance writing has appeared in outlets such as **VICE News**, **Pitchfork**, and **Village Voice Media**
- I specialize in hitting daily deadlines with small teams on tight budgets with maximum creativity.

THE DETAILS

2020 - date

Redbubble

Senior Copywriter & Creative Strategist

- Responsible for on-site and external marketing communications for ASX-listed global print-on-demand marketplace.
- Managed and mentored a team of writers and designers.
- Conceived and executed cross-channel promotional campaigns.
- Created the company's first comprehensive brand book for all verbal and visual guidelines, and rolled it out across teams worldwide.
- Managed launch communications for new additions to product line.
- Standardized product-page content to increase conversions and decrease post-purchase customer service contacts.
- Responsible for UX copy across site and app, working closely with engineering and design teams.

2017 - 2020

Catch.com.au, a Wesfarmers company

Content Marketing Manager

- Top creative lead for one of Australia's largest online stores (3 million member accounts, \$400 million in annual revenue).
- Increased email open rates by 18% in my first year.
- Managed organic social media content, increasing our Facebook following by 20%, engagement by over 400%, and revenue by 250%.
- Wrote and produced TV and radio commercials, including scripts, casting, location scouting, shoots, and final edits.
- Oversaw in-house video production studio.
- Produced video and print material for corporate investors, leading to a successful acquisition by the Wesfarmers conglomerate in 2019.
- Created company entry submissions for industry awards.
- Managed staff and mentored interns in social media, copywriting, and video production.

BUT WAIT! THERE'S MORE!

I've developed a wide range of creative, marketing, and strategic skills, including:

- **Content design**
- **Content strategy**
- **Video editing (Premiere)**
- **Live streaming (Facebook, Vimeo, YouTube)**
- **Design (Illustrator, Photoshop, Figma)**
- **Motion graphics (AfterEffects)**
- **Conference presentations**
- **Data analysis (Google Analytics)**
- **SEO**
- **Paid social**
- **Content strategy**
- **CRM**
- **Email marketing**
- **Whitepapers**
- **Investor content**
- **Executive ghostwriting**
- And most helpfully, **the willingness to make a fool of myself on camera** (see below)



2004-2014

Woot.com, an Amazon company Head of Content, Voice & Copy

- Responsible for all customer-facing and internal communications for a subsidiary of Amazon with 4 million members and \$300 million in annual revenue.
- Created an engaging, sincere, irreverent brand voice praised by Gizmodo, TechCrunch, Consumerist, Inc. Magazine, and Seth Godin, among others.
- Managed a team of seven copywriters to produce thousands of words a day on tight deadlines, including marketing emails, blog posts, video scripts, social media posts, UX copy, display ads, and longform content.
- Produced site-wide marketing events, including coordinated advertising, casual games, video, and other content pieces.
- Applied metric analysis in assessing content performance.
- Established internal guidelines for Woot's brand, including the company brand statement, mission statement, and voice tenets.
- Named the UX features for our t-shirt site, including our weekly UGC competition (the Derby) and sales ranking (the Reckoning), names still in use with the Shirt.Woot community.
- Conceived and executed go-to-market content strategies for the launch of new categories (kids, homegoods, sporting goods, fashion accessories, wine, tools & garden).
- Advocated for UX and customer service policies that served our customers in keeping with our brand.
- Personally wrote thousands of pieces myself in all of the above categories.

2000 - ongoing

Digital Copywriter & Content Consultant, Freelance

Clients have included:

- **WNDYR:** produced whitepapers, case studies, user guides, and more in-depth content for enterprise SaaS consultancy specializing in employee experience and the future of work
- **Vinli:** created crowdfunding campaign that raised more than \$220,000 for a connected-car startup.
- **Meh.com:** wrote daily product copy and created promotional campaigns. Helped site grow to more than 165,000 member accounts less than two years from launch.
- **Zillow:** produced SEO city guide copy for major markets for the largest real estate marketplace in North America.
- **Madame Alexander:** content-marketing plan for legacy doll brand increased email revenue 3x and blog traffic 10x.
- Other clients have included **AIM7, eLuxurySupply, Dialexa, Maytag, Dreyer's Ice Cream, Tyco Healthcare** and **Hyko.**

DON'T TAKE MY WORD FOR IT... MY REFERENCES

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