

JAKE GINSKY

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Dynamic Creative Content Lead

Passionate content developer and creative leader with extensive experience in consumer apparel, bringing brands to life through bold design, compelling narratives, and innovative omnichannel marketing. Proven track record in crafting campaigns that drive engagement and growth, from concept to execution. Self-starter and problem solver who thrives on collaboration with other dynamic creatives. Visionary thinker with an eye for detail.

COMPETENCIES

CREATIVE: Creative Direction | Content Creation | Digital Marketing | Brand Design | Graphic Design | Social Media Marketing | Copywriting | Storytelling | Illustration | Video Production | AI Generation

STRATEGIC: Leadership | Content Strategy | Market Analysis | Consumer Insights | Cross-Functional Collaboration | Problem Solving | Product Launches | Project Management | Client Presentation | Vendor Relations | SEO Optimization

SOFTWARE: Adobe Creative Suite | Hubspot | Meta Business Suite | Google Workspace | Webflow | Google Analytics | Microsoft Office | Midjourney | ChatGPT | Slack | Asana | Airtable

PROFESSIONAL EXPERIENCE

HEADLINE (Solid Threads)

San Francisco, CA

HEADLINE (now a part of Solid Threads) has been a staple in humor-based apparel for nearly 20 years, offering graphic t-shirts, gifts and accessories with a full-scale D2C and wholesale operation.

Creative Director: August 2013 – Present (Part-time from 2023–Present)

>> Senior Designer: March 2009 – August 2013

>> Designer: June 2005 – March 2009

- Spearhead the brand development, product creative and digital marketing that has built the company from zero to \$2 million in annual revenue, with consistent annual growth.
- Execute multi-channel marketing campaigns incorporating innovative social content, email marketing, video, and display ads to drive customer engagement and growth.
- Design and launch 100+ product SKUs per year, responding dynamically to consumer trends and market demands. Achieved a purchase-conversion rate of 4.6% for all-time web traffic, exceeding the e-commerce apparel industry standard by more than 2.5x.
- Drive UGC content growth through a mix of direct outreach and influencer/celebrity campaigns.
- Write engaging copy that drives conversion by blending a unique brand voice with clear, compelling messages, while adhering to SEO best practices.
- Source and manage partner and vendor relationships across creative and marketing.

Adelaide

New York, NY (Remote)

Adelaide is the leader in attention-based media-quality measurement. Its work with some of the world's most revered brands has earned industry-wide acclaim.

Content Marketing Lead: April 2023 – Present (Part-Time)

- Execute a broad range of omnichannel content initiatives across writing, graphic design, and video production, delivering high-quality output quickly. This includes a constantly refreshed pipeline of social content, blog posts, videos, email newsletters, case studies, and educational guides.
- Launched webinar series, “Center of Attention,” which drew 600+ viewers over 4 episodes, generated dozens of qualified leads, and established a repeatable, low-cost model for success.
- Part of a small team that in 2023: delivered a 306% YOY increase in qualified sales leads (maintaining a 25% lead-to-meeting conversion rate), hosted more than 20 events, and elevated share of voice in the market by 15% YOY through strategic PR initiatives.
- Co-write and manage a bi-weekly email newsletter program, achieving an average open rate of 34% and a click-through rate of 22%, by delivering high-quality, targeted content.
- Create compelling visual content, from display ads to highlight reels and animated presentations.
- Craft influential thought-leadership articles for company leadership, positioning Adelaide at the forefront of industry & cultural trends.

Zeno Group

San Francisco, CA

Zeno Group is an award-winning Edelman communications agency, born from PR, operating across North America, Europe and Asia.

Account Executive | November 2002 – June 2005

- Spearheaded media relations for tech and consumer clients, including Oracle and WIRED magazine.
- Managed large-scale and targeted media campaigns to support client events, announcements and product launches, securing placements in key print and web media outlets.
- Crafted client messaging, and developed story ideas and themes.

TechTV

San Francisco, CA

TechTV (originally ZDTV) was a television network dedicated exclusively to technology news, trends and consumer product reviews.

Associate Web Producer | March 2001 – January 2002

Produced and edited web content supporting a live tech news program. Worked with cross-functional teams, including editorial, graphics and booking, to ensure high-quality deliverables in a fast-paced, deadline-driven environment.

EDUCATION & TRAINING

Bachelor of Arts, Journalism & History

University of Wisconsin, Madison

Mini MBA, Marketing

Marketing Week Mini MBA with Mark Ritson

Journalism Fellowship

Mother Jones Magazine