

Jason Rubenfire

jrubenfire@gmail.com

Work Experience

- Copywriter, GTB, Dearborn, MI March 2020-Present
Junior Copywriter, GTB, Dearborn, MI May 2018-March 2020
- Wrote copy for the Ford and Lincoln family of websites (Ford, Lincoln, Ford Credit, etc.) for U.S. and Canada
 - Helped to manage brand strategy for various Ford Credit and Lincoln Automotive Financial Services programs, and frequently met personally with LL (leadership level) 5 and LL6-level Ford clients to discuss brand goals.
 - Wrote copy for advertisements for Ford and Lincoln in print, digital, interactive media, and social media
 - Wrote and managed aria-label (accessibility) implementation for the entire Ford and Lincoln family of websites as GTB and Ford's aria-label SME (subject-matter expert).
- Freelance Writer, Jewish News, Southfield, MI (Remote) June 2018-Present
- Wrote various pieces on topics, events, and people relevant to the Detroit Jewish community
- Graduate Student Instructor, State University of New York at Buffalo August 2015-June 2017
- Sole instructor of introductory English classes English 101, English 201, and English 105
 - Reviewed, edited, and graded all applicable assignments for each student in those courses
- Dictionaries Intern, Oxford University Press USA, New York, NY May 2014-August 2014
- Wrote blogs earning significant online popularity, including over 4000 likes on social media
 - Rearranged and contributed to content for oxforddictionaries.com and oed.com for clarity and SEO
 - Organized competitive and informational reports on online grammar services
 - Helped organize databases on employees and information for the OED and online content
- Director of Blog Content, Blogger, Consider: Magazine (Student Organization) September 2013-May 2014
- Managed 8-10 staff members at the Consider: Magazine student organization's online blog
 - Edited blog posts submitted onto the Consider: Magazine blog page by blog contributors for grammar, usage, spelling, content, tone, and more
 - Wrote a series of blog posts focused on popular media and culture
- Director of Social Media, Center Day Camps, Metro Detroit June 2012-August 2012
- Managed Facebook, Twitter, and other web media to keep campers and their parents updated and engaged
 - Produced e-mail updates and newsletters for parents
- Administrative Assistant, Jack Detroit Magazine July 2011-September 2011
- Compiled a database of locations where Jack Detroit Magazine was available
 - Produced e-mail newsletters for magazine subscribers

Education

- State University of New York at Buffalo August 2015-June 2017
M.A. English
- University of Michigan-Ann Arbor September 2010-May 2014
B.A. English/Screen Arts and Cultures (Film) Double Major
- University of Oxford June 2013-August 2013
Summer School Program in English Literature at St. Peter's College

Awards

- J.D. Power and Associates 2019 Best Automotive Consumer Website Experience, Ford Credit/Lincoln Automotive Financial Services

Skills

- Significant copywriting and marketing experience in print, digital, interactive media, and social media
- Experience managing brand strategy for Ford Credit and Lincoln Automotive Financial Services clients
- Advanced analytical and academic writing skills including usage of AP style, Chicago Manual of Style, and MLA style
- Adobe InDesign
- Microsoft Office, iWork, Google Docs/Drive, Mac OS X, and Microsoft Windows
- College-level teaching experience
- Experience with a multitude of content management systems and collaborative software, including WordPress, Jira, and Confluence
- Capable of typing up to 94 words per minute
- Publishing experience in editorial and marketing departments
- Extensive knowledge of literature, graphic novels, film, television, and interactive media