

# Jason Rubenfire

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## Work Experience

- Senior UX Writer, Optum/UnitedHealth Group, Remote February 2025-June 2026  
UX Writer, Optum/UnitedHealth Group, Remote October 2021-February 2025
- Wrote copy for Optum's various digital services and applications, such as Optum Rx, Optum Specialty Pharmacy, Optum's mobile apps, Optum e-commerce services, and more
  - Wrote content for the UnitedHealthcare brand of websites and mobile apps
  - Helped train and write content examples for Optum customer service Agentic AI experiences
  - Helped guide copy and brand strategy for rebranding of the Optum Rx brand in public-facing B2B and B2C websites
- Copywriter, VMLY&R, Detroit, MI January 2021-October 2021  
Copywriter, GTB, Dearborn, MI March 2020-December 2020  
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)
  - Transferred from GTB to VMLYR in 2021; position is otherwise identical
- Freelance Writer, Detroit Jewish News, Southfield, MI (Remote) June 2018-January 2020
- 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 Social Media, Center Day Camps, West Bloomfield MI 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, Detroit, MI 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 writing content and training material for agentic AI experiences
- Experience managing brand strategy and content marketing
- Advanced analytical and academic writing skills including usage of AP style, Chicago Manual of Style, and MLA style
- Experience using Adobe Creative Suite
- 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