

Jason Rubenfire

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Senior copywriter and content strategist specializing in enterprise digital experiences, brand transformation, and customer engagement. Experienced leading content strategy across healthcare, pharmaceutical, and automotive organizations while partnering with UX, product, legal, accessibility, and technology teams to deliver compliant, consumer-centric digital experiences. Proven success supporting major brand initiatives, content optimization, accessibility implementation, and emerging AI content solutions that improve user experience and strengthen brand consistency across enterprise platforms.

COMPETENCIES

Copywriting | Content Strategy | UX Writing | SEO, AEO, and GEO | Editorial Calendar Management | Regulatory Compliance | Accessibility (WCAG/ADA) | Brand Consistency | AI Development | Generative AI | Website & Mobile Content | B2B and B2C Communications | Stakeholder Management | A/B Testing | Research Governance

SKILLS

Figma | Adobe Creative Suite | Wordpress | Content Management Systems (CMS) | Workfront | Confluence | AP Style | Chicago Manual of Style | MLA Style

EXPERIENCE

Optum/UnitedHealth Group (Remote)

October 2021 – June 2026

Senior Copywriter, February 2025 – June 2026

Copywriter, October 2021 – February 2025

Spearheaded content strategy and UX copy for Optum and UnitedHealthcare digital enterprises.

- Developed customer-focused content for Optum's enterprise digital ecosystem, including Optum Rx, Optum Specialty Pharmacy, mobile applications, and e-commerce platforms, delivering and presenting clear, engaging, and brand-consistent user experiences to major stakeholders.
- Refined content based on user feedback, testing, analytics, and stakeholder insights
- Partnered with UX designers, developers, analytics experts, and accessibility specialists to create intuitive, accessible digital experiences that balanced business objectives with user needs.
- Collaborated with medical, legal, and regulatory stakeholders to ensure content met compliance requirements while remaining clear and engaging for patients and healthcare consumers.
- Developed training materials and content examples that helped shape Optum's customer service Agentic AI experiences for pharmacy operations, improving the consistency and quality of AI-generated responses.
- Led copy and messaging strategy for the public-facing rebrand of Optum Rx, helping align B2B and B2C digital experiences under a unified brand voice, resulting in significantly increased user satisfaction among 28M+ users.
- Produced content for UnitedHealthcare websites and mobile applications, maintaining brand consistency across complex healthcare products.

GTB/VMLY&R, Dearborn, Michigan

May 2018 – October 2021

Copywriter, March 2020 – October 2021

Junior Copywriter, May 2018 – March 2020

Guided copy for Ford Credit, Lincoln Automotive Financial Services, and various Ford webpages.

- Wrote digital copy for Ford, Lincoln, Ford Credit, and Lincoln Automotive Financial Services websites across U.S. and Canadian markets, supporting some of the automotive industry's most recognized brands.

- Partnered with Ford leadership to shape and lead messaging and brand strategy for Ford Credit and Lincoln Automotive Financial Services initiatives, ensuring alignment with evolving business objectives. Results included a 15% sign-up increase, a 10x increase in “My Next Vehicle” sales by account holders, a 15% increase in online credit applications, and a 25% decrease in support calls.
- Created advertising copy across print, digital, social, and interactive channels while working closely with art directors, delivering cohesive campaigns across multiple customer touchpoints.
- Served as GTB and Ford’s subject-matter expert for website accessibility, leading ARIA-label strategy and implementation across the Ford and Lincoln digital ecosystem to improve usability and compliance.
- Transitioned to VMLY&R following agency restructuring while continuing to support the same Ford and Lincoln accounts, maintaining continuity for key client initiatives.

Detroit Jewish News, West Bloomfield, Michigan

June 2018 – January 2020

Freelance Writer, June 2018 – January 2020

Freelance journalist writing on local stories of interest related to the Jewish community

- Researched and wrote feature stories covering people, events, and issues within the Metro Detroit Jewish community.

State University of New York at Buffalo, Amherst, New York

August 2015 – June 2017

Graduate Student Instructor, August 2015 – June 2017

Sole instructor for undergraduate English courses English 101, 201, and 105

- Independently taught undergraduate composition courses, designing lesson plans, led classroom instruction, and fostered critical reading and writing skills.
- Evaluated and provided detailed feedback on student writing, helping students strengthen analytical thinking and communication skills.

ADDITIONAL RELEVANT EXPERIENCE

Oxford University Press USA, New York, New York

Dictionaries Intern

Center Day Camps, West Bloomfield, Michigan

Director of Social Media

EDUCATION

Master of Arts, English

State University of New York at Buffalo, Amherst, New York

Bachelor of Arts, English

University of Michigan, Ann Arbor, Michigan

AWARDS

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