

Jack Sublett

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Portfolio: jpscopywriting.com

EMPLOYMENT:

Crux KC

June 2025 - Present

- Copywriting intern reporting to Director of Content

Kansas City Magazine

June 2024 - August 2024

- Marketing Intern reported to the Publisher. Overhauled Marketing and Social Media capabilities as well as running social media accounts.

EDUCATION:

The University of Oklahoma

Spring 2025

Bachelor of Art Journalism Advertising - focus in copywriting

Minor: Digital Marketing

Blue Valley North High School

Spring 2021

Honor Roll: 2018, 2019, 2020, 2021

GPA: 3.8

ACT: 31

RELATED EXPERIENCE:

Capstone - Advertising Portfolio

Spring 2025

- Served as Creative Director in a team environment on a Multimedia Campaign for Toyota's new bZ4X electric vehicle
- Authored copy for print, social, digital and TV ads and developed a comprehensive campaign strategy
- Presented research findings and comprehensive multimedia campaign to Toyota

Advanced Copywriting and Ad Media

Fall 2024

- Composed several Campaigns and presented pitches in Advanced Copywriting
- Worked on a semester-long Media Campaign and presented in Advertising Media

Advertising Design and Storytelling

Fall 2023

- Created a fully integrated campaign and presented a pitch in Advertising Storytelling
- Wrote taglines, headlines, body copy, and created visual design in Advertising Design

Social Media Marketing and Digital Advertising

Fall 2024

- Created and filmed a podcast marketed on social media and measured engagement
- Measured engagement numbers, SEO promotion and relevant platforms such as Hootsuite

SKILLS AND PROFICIENCIES:

- Proficient in Microsoft Suite, Adobe Suite, Hootsuite, Google and Meta Ad, and Canva

INVOLVEMENT:

KC Ad Club

Present

- Member

Chair of Internal Events

Fall 2023-Fall 2024

Pi Kappa Alpha Fraternity- Beta Omicron Chapter

- Create, plan, and coordinate internal brotherhood events for a 220-person chapter

Director of Housing

Spring 2023-Fall 2023

Pi Kappa Alpha Fraternity- Beta Omicron Chapter

- Served as a member on the Executive Board, coordinating decisions for the chapter
- Directed housing issues for 44 people as well as coordinated housing and food operations with Pi Kappa Alpha headquarters and the Beta Omicron Housing Board