

Jake Rivard

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Content Strategist

3327 N. Claremont Ave Unit B
Chicago IL 60618



Education

Central Michigan University

Bachelor's Degree in Advertising
2013 - 2017
with a Minor in Multimedia Design

Additional Projects

- Winging it in Motown - Beat Writer (2020-2023)
- Last Word on Sports - Editor (2021-2023)
- 313 Hockey - Podcast Host/Editor/Social Media Manager (2023)
- Freelance Writer (2017-Present)
- Satire Writer (2017-2018)
- Fantasy Novelist (in progress!)

Awards

- 13x Positive Attitude Award (The Distillery Project/Meijer)
- Best Comprehensive Campaign Award (Diversity & Inclusion - The Distillery Project)
- 9x MVP Award (Winging it in Motown)

Fun Facts

- Attended over 150 concerts
- Lived in three states and two countries
- Published short story writer
- Ran the most successful satire podcast in hockey
- Survived an encounter with the mafia

Professional Experience

Senior Content Strategist

TIAA | Nov. 2021 - Present

- Developed innovative, conversational content for TIAA's mobile app, advice content, and business-to-business products.
- Seamlessly navigated content strategy across multiple departments to ensure a clear and consistent tone.
- Utilized diplomacy and communication to foster a positive environment across dozens of high-pressure projects.

Copywriter (Contract)

Spectrum Brands | May 2021 - Nov. 2021

- Conceptualized style guides for the holding company's Home & Garden department.
- Prepared video scripts, radio ads, web, digital, and social content for a dozen separate brands.
- Created first-of-its-kind content standards applied across the organization.

Copywriter

The Distillery Project | May 2018 - May 2021

- Developed digital voice & tone guidelines for the Midwest's largest grocery chain.
- Engineered an award-winning Diversity & Inclusion interview campaign.
- Achieved over a dozen Positive Attitude & Rising Star awards.

Copywriter (Contract)

Meijer | Nov. 2017 - May 2018

- Created the brand's first digital style guides for digital grocery content.
- Wrote over 3,500 product descriptions for food, home, hardware, and electronic content.
- Earned a full-time promotion to the brand's ad agency in just six months' time.

Copywriter

Meijer | May 2017 - Nov. 2017

- Created content for yoga studios, car dealerships, and business-to-business engineering companies.
- Wrote a dozen blog posts a week covering holiday content, educational content, and sponsored posts.
- Named and conceptualized a dozen Uncle Ray's potato chip flavors (and got to taste test them along the way!).