

# Jason Lind

Cross-functional copy and content team leader committed to strategic, engaging storytelling informed by audience insights.

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## Experience

### Carter's

#### Copy Manager, Brand Creative

Mar. 2021 – Present

- Lead copy team for #1 children's apparel brand in North America
- Optimize copywriting strategy and execution across all owned channels and consumer touchpoints
- Strengthen relationships between the brand creative, UX/UI, SEO and consumer insights teams, creating a more robust creative review process resulting in media that better serves our audience and customers
- Revamped company brand book with Senior Creative Director, internal brand marketers and external creative agency, refining internal brand pillars and defining brand voice
- Partnered with product designers, art directors, PR and marketing leaders to roll out first-ever Chief Mom Officer partnership with Hilary Duff, crafting multimedia content for two capsule clothing collections

### FIFA

#### Digital Editor, English Channels

Jan. 2019 – Feb. 2021

- Responsible for the management of all FIFA's English language digital platforms with a specific focus on the North American audience
- Planned, developed and executed the rollout of multimedia, multi-platform content produced by a network of creators around the world, providing feedback and guidance in line with company standards and audience insights
- Oversaw content curation across entire network of social media channels, engaging with a global audience of millions each day

### Major League Soccer

#### News Editor | Senior Coordinator, Digital Club Services

Mar. 2017 – Dec. 2018

- Led league relationships with nine club digital teams, working across content, marketing, CRM and business analytics
- Advised clubs on day-to-day digital content strategy, including content management and platform optimization
- Produced, edited and organized diverse editorial content and marketing copy

### New York Cosmos

#### Digital Editor

June 2014 – Feb. 2017

- Owned and operated all New York Cosmos digital platforms
- Lead cross-team management and strategy for the creative team
- Managed freelance writers, photographers, videographers and interns

## Contact

(352) 538-3606

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LinkedIn: [jasonklind](#)

Portfolio: [jasonlind.blog](#)

## Skills

- Adobe Creative Cloud
- Adobe Experience Manager
- Bazaarvoice
- ChatGPT
- Contentful
- CrowdTangle
- Dash Hudson
- Drupal
- Figma
- FlexPLM
- Forge
- Google Ad Manager
- Google Analytics
- Google Trends
- Hootsuite
- HubSpot
- InVision
- InRiver PIM
- Jira
- Shareablee
- Trello
- WordPress

## Education

### Boston University

May 2014

M.S. Sports Journalism

### University of Georgia

December 2011

A.B.J. Journalism

B.S. Spanish Literature