

# JASON LIND

## AWARD-WINNING CONTENT & COPY LEAD

As an enterprising, cross-functional brand storyteller, I've strategized, produced, and scaled top-performing media for billion-dollar DTC companies. I've named and branded multimillion-dollar apparel collections and launched social media channels with strategies that grew them into thriving communities for sports fans around the world. I'm increasingly passionate about leveraging Agentic AI ethically to optimize creative output and help content find its audience.

## EXPERTISE

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- AEO/GEO Copywriting
- Brand Copywriting
- Brand Marketing
- Content Management
- Content Strategy
- Copy Editing
- Editorial Planning
- LLM Training
- PIM Tools
- SEO Copywriting
- Site & Social Analytics
- UX/UI Copywriting

## EDUCATION

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### **Boston University**

M.S. in Journalism  
May 2014

### **University of Georgia**

B.S. in Journalism;  
B.S. in Spanish Literature  
December 2011

## EXPERIENCE

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### **Copy Lead**

Carter's | 2021 – Present | Atlanta

- Implemented brand-right generative AI into product copywriting process, resulting in +61% traffic, +121% revenue, and significant SERP rank improvements YoY for top product pages
- Redefined brand voice and revamped brand pillars alongside Senior Creative Director and agency partners
- Created copy framework for first-ever Chief Mom Officer partnership, crafting multimedia content for two capsule clothing collections

### **Digital Editor**

FIFA | Remote | 2019 – 2021

- Managed FIFA's English language digital platforms for the North American audience during the FIFA Women's World Cup
- Planned, developed, and executed the rollout of multimedia, multi-platform content produced by a network of creators around the world
- Oversaw content curation across entire network of social media channels

### **News Editor & Digital Club Services**

Major League Soccer | New York | 2017-2018

- Advised 9 club digital teams on day-to-day digital content strategy, including content management and platform optimization
- Produced, edited and organized diverse editorial content and marketing copy