

JASON LIND

LEAD BRAND CREATIVE & CONTENT STRATEGIST

I've planned, produced, and scaled top-performing media for billion-dollar DTC companies—from apparel collections to soccer tournaments. I have hands-on experience using agentic AI and LLMs ethically to optimize creative output and help content find its audience.

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EXPERTISE

- 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

Boston University

M.S. in Journalism
May 2014

University of Georgia

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

EXPERIENCE

Copy Lead

Carter's | Atlanta | 2021 – 2026

- Directed a team of three full-time copywriters and several contractors for the largest children's clothing brand in North America
- 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
- Built AI agent that optimized email alt text production to solve creative team bandwidth issues

Digital Editor

FIFA | Remote | 2019 – 2021

- Planned, developed, and executed multimedia content produced by a network of creators around the world
- Launched the official FIFA Women's World Cup Instagram account and helped it grow by nearly 1 million followers
- Generated a 10% increase in fan engagement for FIFA's Youth World Cups, building event content plans that told compelling player and fan-driven stories

News Editor & Senior Digital Coordinator

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