

JACKSON BENTLEY

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Award-winning copywriter and brand strategist with 10+ years turning deep research into campaigns and content. As comfortable in a brand brief or a brainstorm as I am pitching concepts, managing clients, or building work flows that actually work.

— EXPERIENCE —

Copywriter

2024 - Present

Heart & Soul Marketing · Phoenix, AZ

Copywriter at one of Arizona's most awarded agencies. In 2025, served in lead copywriting role to 3 campaigns that earned 9 AAF Phoenix trophies, including Silvers in Copywriting and Music Lyrics, plus a Gold and Judge's Choice. Develops brand-consistent content across digital, social, email, and campaign channels for multiple clients simultaneously.

Brand Strategist

2021 - 2024

Go Fish Digital (Formerly Agital) · Phoenix, AZ

Managed end-to-end brand and creative strategy across B2B and B2C verticals. Led market research, audience analysis, and messaging development, translating insights into integrated marketing content spanning digital, social, print, video, and email for clients across multiple industries.

Account Manager

2020 - 2021

Highnoon · Tempe, AZ

Managed a \$1M+ annual media budget while overseeing content, SEO, and print campaigns for a single brand across 35+ partner locations nationwide. Reduced production time for print campaigns by 45% through systematic campaign coordination, and delivered consistent weekly performance reporting to senior stakeholders.

Head Copywriter + SEO Specialist

2018 - 2019

Landmark Recovery · Phoenix, AZ

Copywriter

2016 - 2018

Bigfish Creative Group · Scottsdale, AZ

Sr. Campus Campaign Coordinator

2014 - 2016

Teach for America · Tempe, AZ

— EDUCATION —

Bachelor of Science in U.S. History — Barrett, the Honors College at Arizona State University

Minor, Business General — Barrett, the Honors College at Arizona State University

