
JASON (JAKE) D. WERMERSKIRCHEN

5316 Emerson Avenue South
Minneapolis, MN 55419
612-963-WERM (9376)

OBJECTIVE: Offer measurable value to a fast-paced, forward-thinking company while continuing to develop my creative career.

QUALIFICATION SUMMARY

- One and one half years of professional Creative Directing experience at BI Worldwide, Inc.
- Five and one half years of professional copywriting experience at Best Buy Co., Inc.
- One year of professional copyediting experience at Best Buy Co., Inc.
- Two years of college experience in copyediting, management and design

EXPERIENCE

CHIEF EDITOR/ CREATOR

SPRING 1996-SPRING 1998

The Roaring Muse Literary Arts Magazine, University of Minnesota-Duluth

Created an organization dedicated to the publication of UMD students' poetry, prose, and artwork. Organized committee members into funding, and submission sub-committees. Critiqued and selected student submissions of literature and artwork for publication. Gained funding through private business advertising as well as through UMD grants. Proofread and edited the selected material before publication. Published one magazine per college term.

COPYEDITOR

FEB. 1999-FEB. 2000

Best Buy Co., Inc.

Proofread all Advertising print materials for accuracy in spelling, grammar and style. Developed a strong relationship with the Best Buy Legal Department to ensure marketing legality and compliance in advertising materials. Created a unique style guide in conjunction with the Copywriters, Designers and Creative Directors. Joined the Wireless Team to help create a specific style guide, facilitate proper workflow and to ensure legal compliance.

COPYWRITER

FEB. 2000-MAY 2003

Best Buy Co., Inc.

Collaborated with Art Directors, Electronic Artists and Copy Editors to create engaging promotional advertising for Best Buy's Sunday insert, ROPs and ads appearing in *Vanity Fair*, *Parade of Homes* and *Money Magazine*. Worked closely with marketing teams to bring the most compelling offers to ad each week. Promoted the Best Buy brand using fun, friendly, irreverent and fundamentally optimistic copy.

SENIOR COPYWRITER

MAY 2003-JUNE 2007

Best Buy Co., Inc.

Provided strong leadership for Best Buy's Advertising copywriters. Lead the concepting team for Best Buy's new Customer Centricity store model. Ensured consistent copy tone throughout the Consumer Electronics insert team. Concepted and wrote style guides, front and back insert covers, midweeks and other promotional materials. Developed Best Buy Holiday concepts and style guides from 2003-2006. Integrated concepts from all Best Buy creative departments into cohesive materials for the Sunday Insert. Developed in-store marketing campaigns and plans, which included narrow-cast video spots, radio programs and multi-media displays.

CREATIVE DIRECTOR
BI Worldwide, Inc.

JUNE 2007-FEB. 2009

Started a creative group, from the ground up, for a division of BI Worldwide. Lead a team of Art Directors, Designers, Writers and multi-media specialists in developing and marketing incentive travel and communications programs to Fortune 100 companies. Saw immediate results in signing numerous contracts, ranging from over \$4 million (over a 3-year program) to \$250,000 (billed on receipt). Broke new ground for BI and our clients, using media as varied as electronic Flash communications, memorable print campaigns, live marketing and creative food processing. Created a product called Meetings with a Mission, designed to offer community give-back opportunities to companies traveling for business meetings. Raised over \$50,000 by writing, co-producing and co-editing a pro bono 10-minute film for Ascension Catholic School.

EDUCATION

BACHELOR OF ARTS

SUMMER, 1998

MAJOR: ENGLISH LITERATURE
University of Minnesota-Duluth (Cum. GPA 3.65)

BACHELOR OF APPLIED ARTS

SUMMER, 1998

MAJOR: SECONDARY ENGLISH TEACHING
University of Minnesota-Duluth

CERTIFICATION

SUMMER 1998

Minnesota Secondary Teaching License, 7-12

HONORS and AWARDS

- Twice named to the National Dean's List
- Consistently named to the College of Liberal Arts Dean's List for Academic Excellence as well as to the College of Education and Human Services Professions Dean's List for Academic Excellence
- Honored by Kappa Delta Pi for academic achievement in the field of Secondary Education
- Awarded an Undergraduate Research Opportunities Program grant
- Awarded a University of Minnesota-Duluth Chancellor's Publication Grant in 1997

PUBLICATIONS

- An Eternity of Beauty poetry anthology 1998
- 1998 National Library of Poetry semi-finalist (published)
- 1998 National Library of Poetry Editor's Choice Award (published)
- *The Roaring Muse* 1997

ACTIVITIES, SKILLS and INTERESTS

- Member of the 2000-2003 Peanuts on Parade, Best Buy design teams
- Eight-year Basilica Block Party committee member
- Founding member of the UMD Literary Guild 1996
- Elected to Publications Chair of the UMD Literary Guild 1996-98
- Spent three months student teaching in a small town on the east coast of New Zealand
- Certified Professional Ski Instructor of America-Central Division

612-963-WERM (9376) or jakedworm@hotmail.com
Comment at www.jakedworm.blogspot.com
See my portfolio at www.coroflot.com/jakedworm