

Jacob McClelland

[LinkedIn](#) | [Portfolio](#) | 719-799-3913 | Marketing@CreativebyJake.com | Denver, CO

WHAT I CAN DO FOR YOU

As a freelance copywriter with expertise in project management, I bring efficiency and effectiveness to every marketing campaign I undertake. As a research linguist my work is guided by two core principles: credibility and creativity. These elements come together to produce dynamic copy that not only resonates with your target audience but also is aligned perfectly with your brand voice and business objectives. My unique advantage stems from my ability to skillfully leverage AI tools and meticulously vet sources, resulting in narratives that are as substantive as they are compelling.

EXPERIENCE

Freelance Copywriter

Denver, CO | August 2015 - Present

- Manage end-to-end writing projects, from initial client consultations to final deliverables.
- Leverage AI art integrations into copywriting tasks to enhance narratives with visually appealing and contextually relevant imagery.
- Create tailored web content, external marketing materials, and educational materials catering to unique industry needs and brand voices.
- Develop a chat bot for a popular local pub to recommend whiskeys based on an AI optimized database.

Owner and Marketing Manager

All-In Poker Club LLC | Denver, CO | August 2015 - Present

- Lead a cross-functional team in executing promotions, events, and customer relationship initiatives to provide seamless experiences for both venues and players.
- Create social media posts catered to venue events, which increase followers and sales.
- Curate a vibrant community, achieving consistent annual growth in poker player engagement and revenue for venues.

Technical Writer

Tolin Mechanical Systems Company | Colorado Springs, CO | August 2014 - October 2015

- Authored 50+ procedures, detailing platforms like Wennsoft MobileTech and Great Plains accounting software.
- Collaborated with auditors to align company safety policies with industry standards.
- Revamped and clarified existing safety guidelines, and polished new safety documentation drafts.
- Developed compliant safety policies and training modules that complied with OSHA. and polished new safety documentation drafts.

EDUCATION

Master's of Arts in Linguistics

University of Colorado Boulder | 2021

- **Project:** "Diachronic Analysis using DialectGram"
- **Objective:** To identify and analyze diachronic semantic shifts in language use on Twitter, particularly during the COVID-19 crisis, by leveraging computational models.
- **Role:** Served as the key liaison between linguistics and computer science disciplines, orchestrating the synthesis of diverse ideas. Took the lead in clarifying project objectives and delegating responsibilities
- **Results:** Successfully detected significant shifts in the semantic domain of words related to contemporary events, particularly the COVID-19 crisis. Validated the model's effectiveness through a survey of English speakers.

Bachelor of Arts in Linguistics, Minor in Chicano Studies

Metropolitan State University of Denver | 2014

PUBLICATIONS

"A Brief Survey of Anglicisms among Spanish Dialects," Colorado Research in Linguistics, 2021