

Jay H. Ahn

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New York University: Steinhardt School of Culture, Education, and Human Development

Major: Media, Culture, and Communications, Class of 2018

GPA: 3.76, *Cum Laude*

PROFESSIONAL EXPERIENCE:

FCB New York

November 2020 – Current

Copywriter, New York, NY

- Brainstorm and present concepts that creatively answer the brief's key performance indicators
- Ability to write in different voices and styles for optimization based on strategic interpretation of campaign analytics for brands like The Real Cost, Lincoln Financial, and Unibet
- Write professionally in a variety of styles for diverse audiences in both digital and traditional campaigns
- Collaborating with account teams, strategy teams, and clients to provide the best possible possible work
- Approach all creative ideas with a cultural lens that position our clients for success

FCB New York

February 2019 – November 2020

Community Manager, New York, NY

- Provided strategic/cultural expertise for Michelob ULTRA's award-winning NBA Courtside campaign
- Lead the audience and brand persona development for all of Unibet's U.S. social channels
- Created and activated social campaigns for Unibet's Super Bowl program and respective state launches
- Managed copywriting, creation, and execution of the editorial calendar based on overall brand strategy
- Monitored and acted as the front line communication for all of Lincoln Financial's social channels
- Ideated and strategized social-first tent-pole activations for new business pitches

Kulture Hub

January 2018 – February 2019

Content Strategist & Contributing Writer & Field Interviewer, New York, NY

- Facilitated syndicate with Hashtag Sports to promote culturally relevant content for target segmentations
- Consistently display excellent writing and language skills, effectively communicating with various audiences in order to convey a thorough, concise, and interactive message
- Curated specific cultural content utilizing my understanding of trends, breaking news, etc.
- Engaged and interviewed with famous influencers and other prominent people in a friendly manner

Dunk

October 2017 – July 2018

Content Strategist & Contributing Writer, New York, NY

- Spearheaded the creation of a new series of posts, interacting with basketball fanatics about the N.B.A.
- Ideated and executed #DunkAhnYou, garnering an estimated total of 940,000 engagements (7 months)
- Authored articles on Instagram for a following of 2.2 million, averaging 47,000 engagements per post
- Curated specific cultural content utilizing my understanding of trends, breaking news, etc.

Nike Communications Inc.

September 2016 – December 2016

Public Relations Intern, New York, NY

- Represented high-end luxury clients such as The Art of Shaving, Clarins, Vilebrequin and more
- Organized pitches and projects according to the respective goals of each client
- Compiled and updated contact databases while tracking incoming and outgoing products per client
- Attended and assisted with the overall development of various events

TECHNICAL SKILLS:

- Proficient in Microsoft Office Suite, Google Suite, Simmons, Captiv8
- Bilingual in both Korean and English, competent in Spanish