

Jason Webb

Johnstown, CO | 970.576.0450 | jason@jason-webb.com | [LinkedIn](#) | [Portfolio](#)

Senior Copywriter & Content Strategist | Expert in Health Communications & Storytelling

Portfolio: jason-webb.com/samples/

Career Highlights

- **\$6M+ Revenue Generated:** Spearheaded a multichannel campaign that delivered over **\$6 million in 90 days**.
- **15x Audience Growth:** Developed content strategy for a major health system's blog, **driving a 15-fold increase** in unique daily visitors.
- **10% Subscriber Growth:** Revamped lifecycle acquisition strategies and optimized lifecycle touchpoints, **growing subscribers by 10%**.
- **Recognized Creative Leader:** Won **two Silver Aster Awards** for diverse projects, including developing the concept and copy for a winning presentation folder and co-leading a strategic blog redesign.

Skills & Expertise

Content Strategy & UX: Integrated Campaign Concepting & Creative Strategy | Ethical Storytelling | SME Interviewing & Validation | Lifecycle Marketing | Executive & Thought Leadership Ghostwriting | Brand Voice Stewardship | Complex Data Translation | Editorial Strategy | AP Style | Content Operations

B2B & B2C Copywriting: Multichannel Copywriting (Web, Email, Social, Print, Video) | Campaign Copy | Long-Form Editorial & Feature Writing | Sales Enablement | Product Launch Messaging

Healthcare & Compliance: HIPAA Compliance | MLR Review Processes | Patient Engagement Narratives | Medical Communications | Clinical Data Simplification | AMA Style

SEO & AI Innovation: AI-Driven Workflows (Claude, Gemini, ChatGPT) | Prompt Engineering | SEO Strategy & Keyword Research (Semrush, Clearscope) | Data-Informed Iteration

Technical Toolkit: Adobe InDesign & Photoshop | CMS (Sitecore, WordPress) | Collaboration (Figma, Microsoft 365, Google Workspace) | Social Management (Hootsuite, Buffer) | Analytics (Google Analytics)

Professional Experience

Terakeet | Syracuse, NY (Remote) | **Senior Digital Content Specialist** | *November 2021 – present*

- Serve as content strategist for high-stakes clients in asbestos litigation and fintech/mortgage sectors, translating complex clinical and legal data (oncology treatments, asbestos claims) into high-ranking, patient-friendly web content and landing pages.
- Pioneer AI-native workflows using Claude, Gemini, and ChatGPT to accelerate research and drafting cycles, increasing content output velocity while maintaining rigorous brand voice and accuracy.
- Develop multi-channel social strategies for legal clients, repurposing long-form clinical content into engaging, compliant micro-copy for diverse audiences.

Man of Content, LLC | Johnstown, CO (Remote) | **Founder & Content Consultant** | *March 2020 – present*

- Provide high-level content strategy and brand voice development for a curated roster of B2B and healthcare clients, including Change Healthcare, SE2 Communications, and Bonfire Effect.
- Execute selective, high-impact copywriting projects (campaign concepts, white papers, website overhauls).
- Craft compelling long-form feature articles and journalistic narratives, conducting deep-dive interviews with subject matter experts to humanize complex technical data and build brand authority.

Banner Health | Greeley, CO (Hybrid)

Social Media and Content Specialist | May 2018 – November 2019

- Contributed to content calendar development by identifying high-value topics, evaluating audience interests, and sourcing subject-matter experts to support the editorial pipeline.
- Edited freelance submissions for accuracy, clarity, consistency, and alignment with established brand voice, strengthening content quality and maintaining cohesive editorial standards.
- Conducted interviews with healthcare professionals and industry experts, transforming complex insights into compelling feature articles, blog posts, and audience-focused editorial content.

Digital Content Senior Specialist | October 2016 – May 2018

- Maintained high-engagement lifecycle campaigns, including welcome emails with **30% open rates**, while validating all clinical content through rigorous medical/legal review processes.
- Spearheaded the social media strategy for the health system, acting as the primary social media specialist following a departmental reorganization. Later led **consolidation of Facebook accounts by 80%** to streamline engagement and improve audience targeting.
- Led a cross-functional blog redesign that launched ahead of schedule, winning a **2017 Silver Aster Award**.

Public Relations Specialist – Owned Media and Social Media Team Lead | January 2013 – October 2016

- Served as social media team lead, providing guidance and coaching for other specialists assigned to manage social channels. Oversaw posting and engagement for two Twitter feeds and seven Facebook pages.
- Managed content integration for two major hospital acquisitions, ensuring seamless communication during complex organizational transitions.
- Developed content for assigned service lines and hospitals, including providing the concept and copy for a presentation folder that won a **2015 Silver Aster Award**.

Premier Members Federal Credit Union | Boulder, CO | **Marketing Specialist** | August 2008 – January 2013

- Spearheaded a multichannel campaign from concept to launch that generated **over \$6 million in new revenue in under three months**, directly impacting the credit union's financial performance.
- *Assumed the role of primary marketing voice on the Leadership Team following the VP's departure*; directed all brand messaging, campaign strategy, and product launches for the \$400M+ asset organization.
- Launched the FCU's first blog and social media presence (Facebook, Twitter, LinkedIn), replacing legacy print newsletters with dynamic digital content that increased member engagement and reduced printing costs.
- Conceived, wrote, and designed **60+ integrated marketing campaigns**, spanning digital, print, and direct mail, consistently meeting aggressive timelines and conversion goals.
- Solely managed the organization's website, social media channels, and marketing collateral while coordinating with external agencies and internal stakeholders.

Previous Professional Experience

Healthcare marketing agency copywriter (AMG Creative), boutique agency copywriter (Red Rocket Media Group), and freelance writer/editor. Produced dental laboratory sales enablement content, digital advertising, and 20+ published feature articles for regional lifestyle publications across Colorado markets.

Education and Professional Development

University of Northern Colorado | Greeley, CO | **Bachelor of Arts (BA) in Journalism and Mass Communications**
| *Emphasis in PR and Advertising Media* | **Bachelor of Arts (BA) in English** | *Minor in Writing*