



# JS

# JON SNYDER

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## Let's Jam

### HISTORY

#### Senior Copywriter

9thWonder/2016-2020

#### Writer/Content Developer

HellermannTyton/2015-2016

#### Marketing Manager

Level 3/2011-2013

#### Senior Communications Manager

Eltron R & D (Eltron Water Systems)/2007-2011

#### Senior Copywriter

Leopard, an Ogilvy Company/2005-2007

#### SnydertheWriter LLC

2012-Present  
End-to-end content development, project management, strategy and branding.

Looking for a steady, driving pulse? Infectious funk groove? A bit of sophisticated jazz vibe? I orchestrate content from a bassist's perspective, laying down messaging people can't get out of their heads. I listen to each player in the ensemble to provide the right level of support, lead the group through changes and help the "star" deliver standing-ovation performances. Let's jam on B2B content that gets butts out of chairs, heads boppin' and your audience moving on their journey.

### Accomplishments

- **28 websites in 4.5 years** including copy for GOLD Winner: Websites over \$100,000, RapidScale, 2020 Association of National Advertisers (ANA)
- **60+ blogs** in past 3 years as 9thWonder Senior Copywriter and SnydertheWriter
- Scripts, direction, production for **over 50 videos**: short-form, branding in **5 different formats**
- **Gold Award, BMA** – High Performing Websites Campaign, Level 3 Communications
- **Peer recognition**: Level Above Achievement: Exceptional Performer, Global Marketing; Staff of Wonder, 9thWonder
- **You name it, I've done it**: Whitepapers, e-books, infographics, case studies, reports, landing pages, email, brochures, PR...

### Accolades

"This is fantastic, Jon! Thank you for performing under pressure!"

John Domsey, Executive VP, CarData

"Jon creates impactful content that educates, informs and even entertains very targeted audiences. Jon is a true professional: timely, collaborative, enthusiastic and fun. I would work with him again in a second."

Lisa Hillmer-Poole, Dir. B2B Brand Strategy, 9thWonder

Jon and I worked on a series of videos for a large tech company. The dialogue was technically very high level and I incorrectly assumed Jon had an engineering background, based on his understanding of the products and solutions. His preparation and ability to easily convey complicated information is excellent.

Andy Kemler, Videographer, Best Footage Productions, Inc

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