

**JANA POLLACK**  
**Senior Creative Strategist and Copywriter**  
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**Work Experience:**

**theSkimm, New York, NY** – *Newsletter and Media Company*

**Senior Manager, Creative Strategy**, October 2021 – April 2024

**Senior Branded Content Strategist**, July 2020 – October 2021

**Branded Content Strategist**, Feb 2020 – July 2020

**Branded Content Editor**, April 2019 – Feb 2020

- Led creative strategy in the pre-sale process for RFPs and proactive opportunities across verticals.
- Translated client briefs into strategic pitches, merging client language and KPIs with theSkimm's voice and tone.
- Collaborated with sales, brand strategy, account management, analytics, growth, social, video, and design throughout the presale process.
- Ideated and wrote branded concepts for a variety of products including audio, video, social, web, events, and newsletter.
- Edited post-sale content across verticals as needed.
- Served as the go-to stakeholder to punch up and finesse language for strategic decks, proactive tentpoles, and new initiatives.
- Presented ideas to internal and external stakeholders.
- Led strategic development and monthly production of [The SKM Report](#), theSkimm's first B2B newsletter. Stayed on top of industry trends and strategies as an integral part of this work.
- Served as theSkimm's Books Editor. Selected featured reads and wrote weekly recommendations; wrote and edited periodic reads guides.

**BuzzFeed.com, New York, NY** – *Internet News Media Company*

**Creative Director**, January 2018 – January 2019

**Creative Lead**, September 2017 – December 2018

**Creative Producer**, May 2016 – September 2017

**Associate Creative**, September 2014 – May 2016

- Served as Creative Lead for large scale programs, with yearly client investment of over \$5MM+.
- Worked with a dedicated team of sales, client services and strategic planners to pitch and win big clients in the CPG vertical.
- Pitched and wrote concepts for a variety of products including posts, videos, and social assets.
- Collaborated with design, photo, video, and social teams to produce award-winning work.
- Directly responsible for driving incremental dollars from major clients.
- Collaborated with influencer talent to develop ideas and produce content featuring talent.
- Managed a team of junior creatives and served as a leader in the Creative department.

**Portable.tv, Brooklyn, NY** - *Culture website*

**Managing Editor**, July 2013 – April 2014

- More than doubled readership of widely-read culture blog via frequent posting of high quality content.
- Wrote articles on a fast turnaround; responded to breaking entertainment news.
- Recruited and managed a team of over 80 international contributors, as well as a team of in-house interns.
- Maintained high focus on SEO and driving traffic to the site.
- Prepared and distributed weekly digital newsletter to over 10,000 subscribers with consistent A/B testing.

**Education:**

University of Vermont, Honors College Bachelor of Arts, Cum Laude, 2008

Major in English, Minor in Theatre