

# JACOB DEAN



Direct-response marketer with 13 years' experience generating \$67M+ in sales and acquiring 103K+ new customers through high-converting campaigns.

## CONTACT ME

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HelloJacobDean.com

## EDUCATION

**BA in Anthropology and Theater,**  
Southern Illinois University  
Edwardsville

## SKILLS

Salesforce  
Looker  
Google Workspace  
Microsoft Office  
Keynote

## EXPERIENCE

### **LONG TERM VALUE, LLC** | *Consultant, July 2024 – Present*

- Launched a consultancy serving financial publishers including MarketWise, Centurion Research, Tropical Racing.
- Produced webinars, landing pages, and email funnels driving measurable conversion gains.

### **MARKETWISE** | *Senior Copywriter, Feb 2018 – July 2024*

A financial publisher serving over 11 million readers worldwide

- Launched 15 financial marketing campaigns that generated \$67.3M in sales and brought in 103,000+ new customers for investment products covering AI, machine learning, robotics, and cloud infrastructure.
- Built long-form webinars and optimized multi-channel funnels (emails, PPC, landing pages) using Salesforce & Looker to boost conversion.
- Revived a dividend-investing offer, scaling sales from \$2K to \$40K daily and raising cart value 69%.
- Partnered with best-selling authors, Wall Street VPs, and a former White House advisor on credibility-driven campaigns that converted cold traffic at scale.

## EARLY EXPERIENCE 2013–2018

### **GENUINE (Interpublic Group)** | *Copywriter, 2017 – 2018*

Delivered B2B and B2C campaigns across digital, print, and radio for brands like Seqirus, Welch's, and WEX.

### **RACEPOINT GLOBAL** | *Copywriter, 2016 – 2018*

Developed advertising and PR campaigns for IBM, Samsung, Huawei, and John Deere.

### **FREELANCE COPYWRITER** | *Copywriter, 2014 – 2016*

Sourced, pitched, and secured freelance projects while delivering conceptual copy and full-funnel content for agencies like Tank Design and Big Idea Advertising, supporting brands including LogMeIn, Hotel Indigo, Le Tigre, and the Anguilla Tourism Board.