

Joey Rubin

Copywriting, Digital Strategy, Learning Design.

A storyteller with a passion for meaningful and elegant communication.

WORK

Digital Strategist

Kyuzo Agency, New York, New York (kyuzo.co)

2015 to present

- Assist companies in building internal capacity to leverage talent for digital marketing and advertising campaigns, B2B, B2C, and social media outreach
- Lead multi-person team in writing and execution of digital content strategy for top-tier clients, relying on agile methodology and fast-paced iterative strategy
- Team lead and daily operations manager for email marketing campaigns rooted in brand voice and defined by precise audience targeting
- Copywriting and digital strategy lead for expansive, long-term campaigns

Learning Designer

Teach for America, Las Vegas, NV

2014-2019

- Design learning spaces for early-career educators (onboarding, training, certification, leadership development; 6.8/7 average feedback score)
- Focus on identity development, professional growth, social justice, leadership
- Deliver strategic support to teachers, 88% of teachers on track to reach goals
- Received 8th highest team satisfaction rating (out of 300 in role nationwide)
- Inaugural recipient of *Certification of Excellence in Adult Learning* based on 7-month agile project design and adult learning theory coursework

Copywriter

Que Content, San Francisco, CA

2011-2014

- Conceptualize and execute marketing, advertising, and media campaigns
- Write copy for video, print, digital, UX, mobile, and social
- Work closely with Art Directors and Creative Directors to develop concepts
- Contribute ideas and copy to new business pitches
- Provide guidance and direction to junior writers

Editor

The Argentina Independent, Buenos Aires, Argentina

2009-2010

- Managed a dispersed team of bilingual writers, translators, and artists
- Wrote introductions, set style guide, and created publishing calendar
- Lead deadline-oriented work-stream to create and publish a biweekly literary supplement for English-language newspaper based in Buenos Aires, Argentina
- Published award-winning work by Oliverio Coelho, Carlos Gamarro, and Guillermo Martínez (*The Oxford Murders*), in original English translations

Publicist

Sacks & Co Publicity, New York, New York

2007-2008

- Crafted clean, brand-dependent publicity copy distributed to national network of print and online media outlets and journalists
- Researched markets across US and managed press outreach for best-selling and Grammy winning artists including: Bjork, k.d. lang, Rufus Wainwright
- Pitched music directors, magazine editors and TV producers

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Book & more:

joeyrubin.com

OLD-SCHOOL JOURNALIST

Since March 2005, I have envisioned, pitched and executed on-time copy and editorial content for publications online and in print, including: *San Francisco Chronicle*, *Nerve.com*, *The Daily Beast/Newsweek*, *Tablet.org*, *The Forward*, *Publishers Weekly*, *Hemispheres* (United Air), *Reed* magazine, *Paste*, the *Willamette Week*; and have written robust and data-responsive online copy for digital properties including: *Vertu Mobile*, *SparkNotes.com*, *Sacks & Co. Publicity*, *BritBox.com*, the *University of Wyoming*, *Teach for America*, & more.

BILINGUAL

English: Native Fluency

Spanish: Professional & Familial Writing/Speaking

OVER-EDUCATED

Master of Education,
Curriculum & Instruction
U. of Nevada, Las Vegas

Master of Fine Arts,
Creative Writing
U. of Wyoming, Laramie

Master of Research,
Cultural Studies
University of London

Visiting Scholar
Oxford University

Bachelor of Arts, English
Reed College, Oregon