

# JOHN P. WILKINSON

Chicago, Ill. • 602-628-6446 • jwilks26@gmail.com

---

An experienced writer, editor and digital media professional, I have more than a decade of work from local newspapers to national digital outlets and international TV networks, as well as a growing portfolio of copywriting for large brands. I have interviewed World Cup winner Bastian Schweinsteiger about settling in as a Chicago resident, tweeted through *El Clásico* for a rights holder, written sales copy that ended up in stores, and helped write new DEI pages for a multinational company. I try to do it all with a cheerful attitude, a collaborative spirit, and a desire to keep learning and improving.

## PROFESSIONAL EXPERIENCE

### **FREELANCE WORK**

**2013 – Present**

#### **Journalist & Copywriter**

As a freelancer I have worked with large brands, startups, leagues and teams, legacy and independent media, telling their stories in compelling ways, no matter the medium.

- Copywriting for global insurance leader **Chubb** as part of the **One North** digital agency team, helping with an overhaul and relaunch of their entire website. Responsible for researching, writing, and optimizing more than 100 pages, including customer-facing product pages as well as corporate storytelling about DEI initiatives and more.
- Brand copywriting for **FIVE Drinks Co.** including work used on paid and organic social as well as in retail.
- Covered the **Chicago Fire** for **MLSsoccer.com**, including features, news hits and match coverage. Also reported a piece for **Chicagomag.com** on the Fire's resurgent 2017 and contributed analysis to the club's own website.
- Conducting interviews and editing audio for personal podcast company **Artifact**, helping people tell their stories across more than 200 episodes. Also helped this YC-backed startup with email marketing and newsletter writing.
- Edited and wrote for **Howler**, an independent print soccer magazine and website.

### **FANSIDED**

**2019 – 2020**

#### **MLB and Soccer Editor**

Lead section editor for all soccer and baseball content as the company grew and attempted to refine its editorial voice.

- Responsible for big-picture section planning, weekly storyline identification, working with a roster of regular contributors, managing a freelance budget, while also line-editing, optimizing for SEO and posting more than 100 articles a month. I also wrote news and analysis myself and appeared in videos as an on-camera expert.
- Participated in a collaborative redesign of editorial voice and structure, setting goals for each section and benchmarks to reach them. Tracked those plans and progress with shared spreadsheets and analytics.
- In addition to collaborating with the social team on strategy, I did day-to-day management of two accounts, which both saw growth vs. previous year (140% and 25% increases in average monthly Twitter impressions).

### **BEIN SPORTS USA**

**2018 – 2019**

#### **Digital Content Producer**

Part of a small team responsible for all digital content and social media during a time when beIN SPORTS was the U.S. rights holder for LaLiga, Serie A, Ligue 1, Copa Libertadores, AFCON and more.

- Daily website editing and management. Responsible for posting across social media (approx. audience of 1.2M on Facebook and 350k on Twitter) keeping social feeds scheduled throughout the day.
- Live clipping and sharing match highlights to social media and web, driving tune-in to live matches.
- Cut nightly TV shows into digital packages and social teases. Helped produce digital-first videos – pitching ideas, coordinating talent, pulling b-roll, and assisting editors.

## EDUCATION

B.A. Political Science, Loyola Marymount University, Los Angeles, Calif., 2012

*Additionally majored in screenwriting and completed a non-degree journalism certification program.*

## TECHNICAL SKILLS

Comfortable working in a variety of CMS; Proficient collaborating across Google Suite as well as Microsoft Teams; SEO optimization best practices training; Some experience with Final Cut, Premiere, and Photoshop.