

JUSTINCLEMENS

EXPERIENCE

Content Director, T3

Jan. 2016 – Today

- Formalized the content strategy discipline and continue to expand and enhance our capabilities
- Manage a team of dedicated content strategists
- Maintain day-to-day responsibilities for retainer-level clients, including leading projects through discovery, design, development and delivery

Senior Content Strategist, T3

Sept. 2014 – Jan. 2016

- Led cross-platform content strategy efforts
- Created sitemaps, content audits, matrixes, work flows, editorial calendars, brand guidelines and more for enterprise-level experiences
- Clients: UPS, Allstate, Mary Kay, Pega and GGP

Senior Copywriter, T3

Feb. 2011 – Sept. 2014

- Creative lead on Which Wich, the agency's largest AoR client, redefining their brand online and off
- Developed award-winning apps, online tools and internet experiences for 7-Eleven and Allstate
- Clients: Chase, MetroPCS, 7-Eleven, Which Wich, NRG and Atlas Wearables

Copywriter, Springbox

Aug. 2009 – Feb. 2011

- Head writer on Dell, the agency's largest account, and other Fortune 500 clients
- Created social strategies, content roadmaps and interactive content that improved sales and exceeded client goals
- Clients: Dell, AMD, PayPal, Proctor & Gamble, University of Texas and Sweet Leaf Tea

Copywriter, Wick Marketing

Jan. 2009 – Aug. 2009

- Primary writer for complete online experiences made with SEO in mind
- Generated content and collateral that allowed clients to move into new territories and countries
- Clients: Texas Mutual, Universal North America and Pardee Homes

EDUCATION

University of Wisconsin

Sept. 1998 – May 2002

- BA in Communication Arts
- BA in English

SKILLS

- Master of Microsoft Office and all the wonders of Google
- A working knowledge of Adobe CS, WordPress and most content management systems

SPEAKING

- Panelist at SXSW Interactive
- Guest speaker at multiple agencies and colleges
- I give a hell of a wedding speech

STORIES

- I've been bitten by a tiger cub
- I've touched a dinosaur bone
- The first comic book I ever read was *Uncanny X-Men #3*
- I've been bungee jumping and skydiving
- My greatest fear is scuba diving
- I wrote my first poem when I was in the third grade; it was terrible

CLICK

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CONNECT

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