

Jason Brown

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Dedicated writer, researcher, and educator with a proven track record of bringing ideas to fruition from conceptual stages through implementation. Seven years of experience creating and editing engaging technical, marketing, direct response, and public relations copy. Skilled in auditing systems to enhance efficiency. Committed to continuous improvement, driving team success, and fostering a culture of collaboration and excellence.

EDUCATION

Masters of Educational Leadership, St. Louis University, St. Louis, MO, 2023

Bachelor of Arts, English (Rhetoric/Composition) & Economics, Creighton University, Omaha, NE, 2018

KEY SKILLS

Project Management
Standards Adherence
Adaptability

Decision-Making
Research Methods
Strategy / Tactics

Grammar / Syntax
Collaboration
Concept Development

PROFESSIONAL EXPERIENCE

Freelance Marketing Consultant

February 2025 - Present

Houston, TX

- Research and audit company marketing strategies, copy, deliverables, presentations, and digital presence to create specific briefs to enhance, and clarify, brand identity, increase referrals, communicate unique selling proposition, personalize presentations, and assist in hosting a blog for up-to-date resources for clients and prospects.

Founder/Owner - J.I.M.S Apparel Company

May 2023 - Present

Houston, TX

- Conducted research to develop an apparel brand that uses established concepts within target audience to address a market deficiency for Catholic branded apparel. After consultation with graphic designer, strategists, copywriters, fashion consultants, and apparel printing company, defined brand's unique selling proposition, target audience, mission, vision, values, and scope to validate brand identity and ensure logo distinctiveness

English Faculty - Strake Jesuit

August 2019 - Present

Houston, TX

- After two years, gained promotion to English III curriculum lead. Independently audited curriculum, analyzing past objectives and implementing changes based on research and data. Per the goals of department chair, developed and designed a four-year aligned-writing curriculum to assure student outcomes no matter teacher. Daily, create and implement original teaching materials and presentations, integrating lecture, project-based learning, educational technology, and student-centric discussion making adjustments to best assure objective outcomes.

Head Lacrosse Coach - Strake Jesuit

August 2023 - Present

Houston, TX

- After four years as an assistant, promoted to head coach, tasked with transforming team culture and ensuring alignment with school values and mission, creating and sending all team communications, aligning practice and game schedules with school and league schedule, managing a \$35,000+ budget, hiring lacrosse professionals from outside the community, and acting as a personal manager to assure player, coach, and program success.

Contributing Writer - Strake Jesuit Chronicle

August 2019 - Present

Houston, TX

- Conduct interviews in person, via email, and over the phone to create short (500 words or less) features highlighting how students, faculty, and staff embody the school's values, mission, and identity to engage alumni community and encourage donations.

Marketing Intern - St. Louis University (Madrid)

January 2017 - May 2017

Houston, TX

- Tasked with attending, covering (photo and copy) and editing pieces activities happening across Madrid, Spain for student life publications and newsletters, marketing materials to be sent to prospective and first-year students, and faculty newsletters,