

JEFF SOBUL

Sr. Copywriter & ACD • [View Work](#)

Skilled senior copywriter and creative director with extensive experience writing in just about every medium, for multiple industries, across multiple channels. I emphasize collaboration with, and respect for, my colleagues and their strengths, knowing that doing both will make everyone's work stronger and more effective. I use this same approach when managing other writers, focusing more on sharing how to do versus just what to do.

WORK EXPERIENCE

ADT Security

Associate Creative Director — Copy

2017 — 2023

Remote — California

Top projects: Re-writing and updating the ADT Brand Guide in 2019 and 2023 for Google partnership; helping launch multiple phases for our Google partnership; helping develop multiple messaging guides for products and campaigns; creating org-wide copy style guide.

Started as Sr. UX Writer on ADT.com redesign. Expanded to include working with in-house agency Blue Gravy as Sr. Copywriter, on a full range of business units and projects, including B2B, B2C and B2B2C. Hired as/promoted to Copy Manager (ACD/Copy), managing four writers and helping guide brand voice across the company.

Cobalt Creative

Principal Sr. Copywriter

1997 — Present

El Cerrito, California

Concept/copy solutions for strategic, integrated campaigns, across multiple media. Projects include re-branding, developing marketing strategy and website re-write/design for Alisto Engineering Group; helping launch remote solar tech for Sustainable Technologies.

Additional clients: Proterra (E-bus), SF Motors (EVs), SunPro (now ADT) Solar, PG&E, eBay, Microsoft, Mountain Hardwear, Nike, Reebok.

Sungevity

Sr. Copywriter

2016 — 2017

Oakland Park, California

Top projects: Writing and editing redesigned Sungevity.com top nav pages; working with a team to map messaging to different stages of the customer journey; giving Sungevity a stronger, clearer and more consistent brand voice cross-channel.

Helped establish brand voice. Concepted and wrote numerous integrated campaigns; actively participated in Sungevity brand update; developed integrated messaging toolkits for campaigns and ongoing marketing used cross-channel; developed video scripts; worked with every aspect/ channel of the business covering residential and commercial.

SolarCity

Sr. Copywriter

2014 — 2016

San Francisco, California

Top projects: Concepted and wrote copy for numerous multi-media campaigns; contributed to the SolarCity re-brand; wrote video and TV scripts, contributed to new style guide, wrote SEO-compliant web pages, wrote email and banner ad versions for testing.

Swirl Integrated Marketing

Sr. Copywriter

2014 — 2016

San Francisco, California

Top projects: Developed and created successful multi-media campaigns for a diverse client base, working with art directors, designers and various internal and external teams.

Clients included eBay Motors, Microsoft, California Table Grape Commission, The Marine Mammal Center, Cost Plus World Market and Walmart.

SKILLS

Short-form, long-form and UI/UX copy • Quick, concise content • Creative direction • Brand & strategy development
Writer management • Concept development • Adaptability • Collaboration • Research • SEO & A/B testing

EDUCATION

The Ohio State University — Bachelor of Arts, Journalism with PR focus

COMMUNITY

- Member, El Cerrito Environmental Quality Committee
- Volunteer with Walk Oakland Bike Oakland
- Volunteer for CA State Parks cleanup days
- Part of working group that helped create Splash Pad Park in Oakland