

Jake Besic

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OBJECTIVE

I'm a high energy advertising professional who enjoys making creative and innovative campaigns for different audiences and mediums. Through my experiences in different classes, I have learned how to write copy, analyze consumer insights, and collaborate with others to bring creative campaigns to life. My service-learning experiences have provided me with a skillset to create digital strategies for organizations and brands. I believe in collaborative communication, working with a team, and making messages more persuasive and meaningful. When there is a new project, I always keep an open mind so I can listen, learn, in order to better utilize my love for creating things into work that makes a difference.

EDUCATION

University of Illinois at Urbana-Champaign, Champaign, IL
Bachelor of Science, Advertising; Communications minor

Aug 2021 - May 2025

Relevant Coursework

ADV 222 Copywriting: A whole course that focuses on advertising copywriting and gives students the opportunity to develop persuasive writing skills and a portfolio by creating headlines, body copy, and scripts across different mediums while focusing on an audience, strategy, design, and cultural trends.

- Developed expertise in crafting headlines and body copy through a variety of writing assignments, adapting tone and style for different brands and audiences.
- Enhanced grammar and persuasive messaging skills to boost product appeal and communicate value effectively.
- Practiced editing content for clarity, brand consistency, and audience engagement.

ADV 284 Consumer Insights: This course explores methods for uncovering and interpreting consumer insights, emphasizing their relevance in creating effective strategies for brand positioning and teaching techniques for presenting these insights persuasively.

- Collaborated in a four-person team to conduct in-depth market research and consumer analysis of Red Lobster, utilizing survey data and qualitative interviews.
- Authored and presented a comprehensive final report recommending effective strategies to enhance Red Lobster's market positioning.
- Applied critical thinking and data analysis to propose solutions rooted in consumer behavior insights.

ADV 498 Sandage Project: An 8-week capstone service-learning course for advertising majors that integrates social media strategy, influencer relations, crisis communication, and emerging technologies, allowing students to apply curriculum-wide concepts in a real-world project—reflecting Charles H. Sandage’s vision of understanding both the "why" and "how" of advertising.

- Collaborated on a creative campaign for the Abraham Lincoln Association, an organization dedicated to promoting Lincoln’s history and legacy through scholarly journals, authentic research, and educational outreach
- Developed compelling headlines and body copy for a pitch deck targeting a website and social media strategy to commemorate the 250th anniversary of the Declaration of Independence.
- Partnered with a multidisciplinary team to ensure campaign messaging honored Lincoln’s enduring impact and the importance of accurate historical representation.
- Presented a comprehensive digital strategy, recommending web content and social media initiatives designed to engage broad audiences and elevate the Association’s visibility during the national sesquicentennial celebration.

PROFESSIONAL EXPERIENCE

Barback Brothers Bar and Grill, Champaign-Urbana, IL

Oct 2023- Apr 2024

- Collaborated in a fast-paced, customer-focused environment, strengthening teamwork, clear communication, and adaptability—core skills for executing successful advertising campaigns.
- Supported efficient service and workflow, honing attention to detail and the ability to manage multiple tasks under pressure, mirroring the demands of tight advertising deadlines and project management

Bartender Brothers Bar and Grill, Champaign-Urbana, IL

Apr 2024 - Aug 2024

- Improvised in a fast-paced customer environment by communicating with others, having an organized station, and learning through repetition- Important skills to be an effective intern.
- Build rapport with co-workers and patrons in order to create a fun and inviting atmosphere to make work go more smoothly, which demonstrates skills necessary in presenting a pitch to a client with a creative team.

Coach Little Sluggers Baseball, Chicago, IL

Sept 2019 - Aug 2022

- Lead a group of 20+ young adults by setting a positive example in order to teach them fundamentals and instill confidence in their abilities so they can succeed- what a senior creative director does to get the most out of their creative team.
- Collaborated with other co-workers to better learn and create games and ways to teach others the fundamentals and capabilities to thrive in different environments what successful copywriters do to create effective campaign messaging.