

John Paris Hare

U.S. Citizen | German Citizen

203-613-0603 | jphare@pm.me

writing portfolio: jphwrites.xyz

AT A GLANCE:

Copywriter / Content Strategist who's spent the last decade working for marketing agencies, tech startups, hedge funds, e-commerce companies, and other businesses. Specialized in financial copywriting, B2C copywriting, email marketing strategy, brand formulation, content creation, project management, corporate communications, among other skills.

CURRENT PROJECTS:

Founder, Editor

The Techno-Modern Meditation | Charlotte, NC | 2025-current

→ Writing Substack focused on the cultural, moral, and historical implications of living in a world dominated by personal technology: technomodernmeditation.substack.com

Founder, Creative Director

JP's Cards | Charlotte, NC | 2025-current

→ Created greeting card company targeting bachelorette parties, wedding vendors, bookstores, and other prospects under the banner of "Greeting cards for lovers": jpscards.com

Professional Musician

John Paris | Charlotte, NC | 2014-current

→ Regularly performing blues/rock/jazz shows in southeastern cities averaging 10-15 gigs per month between Nashville, Atlanta, Charleston, and Charlotte: johnparismusic.net

→ Exceptionally proficient in cold-outreach sales for music booking, having independently booked 400+ shows since 2022 using sales techniques and professional referrals

→ Daily social media creator and music producer

PAST PROFESSIONAL EXPERIENCE:

Copywriter

FlipSystem | Miami, FL | 2024

→ Wrote thousands of ads, emails, landing pages, and other content for real estate SaaS company

→ Managed and optimized primary sales funnel on HubSpot using direct response writing, sales techniques, customer testimonials, and other strategies

→ Managed and optimized daily newsletter on HubSpot, improving average open rates from 8-9% to 30-50%

→ Collaborated with marketing manager on creative direction of weekly video ads

Copywriter

Creative Direct Marketing Group (CDMG) | Nashville, TN | 2020-2023

→ Wrote thousands of ads, emails, landing pages, newsletters, video scripts, and other communications as part of investment marketing campaigns for clients in fintech, biopharma, mining, renewable energy, energy drinks, supplements, and other industries

→ Researched and incorporated various economic trends, forecasts, and editorials into copy

→ Ensured all copy and communications fell within strict compliance of SEC regulations

→ Synched with clients on a creative direction and execution of campaigns on a weekly basis

Copywriter (Contract)

Versive | New York, NY | 2020

→ Drafted brand/voice guidelines and speech samples for acclaimed athlete ahead of international speaking tour

Copywriter & Digital Marketing Consultant (Contract)

Hackmann Wealth Partners | Stamford, CT | 2020

→ Set up digital marketing campaign for boutique financial services office, targeting high-income prospects in the New York City Metropolitan Area

Copywriter & Content Marketing Manager

Kaia Health | Berlin, Germany | 2019

- Wrote ad copy, video scripts, landing pages, blog posts, product descriptions, and client communications for health-tech app
- Planned quarterly content strategy and reported on ad performance on a weekly basis
- Directed team of freelancers on weekly video production for digital ads

Executive Ghostwriter (Contract)

The Explorer's Club | New York, NY | 2019

- Wrote personalized letters to billionaires, ambassadors, astronauts, and other public figures on behalf of president of international non-profit

Content Marketing Coordinator / Jr. Copywriter

Casper | Berlin, Germany | 2017-2018

- Coordinated 100+ influencer partnerships in different European markets for mattress brand
- Launched and managed Pinterest ad campaign with \$5k in monthly spend
- Wrote email copy for UK email marketing campaigns
- Drafted profit/loss report on retail venture with Berlin's biggest department store (KaDeWe)

Technical Recruiting Coordinator

Two Sigma | New York, NY | 2016-2017

- Coordinated the successful hiring of 60+ candidates for New York City hedge fund
- Presented weekly candidate review to senior engineering leadership
- Edited recruiting reports, job specs, and other HR documents

Corporate Recruiting Coordinator

D.E. Shaw & Co. | New York, NY | 2015-2016

- Coordinated the successful hiring of 30+ candidates for New York City hedge fund
- Edited recruiting reports, job specs, and other HR documents

Content Marketing / Social Media Coordinator

Manhattan Sideways | New York, NY | 2015

- Created daily social media content featuring various restaurants, shops, and destinations in New York City
- Interviewed and published articles on restaurant and shop owners
- Coordinated monthly event partnership with Google HR

Business Development Intern

Edgee | Berlin, Germany | 2014

- Created 50+ content pages (on themes of history, literature, film, philosophy, etc.) for multimedia platform
- Supported founder with product design, weekly marketing initiatives, and social media campaigns
- Solicited user interviews for beta testing

Research Intern

Kohn Pedersen Fox | New York, NY | 2013

- Researched and presented 30-page white paper on the historical evolution of zoning in New York City and London for president of international architecture firm

EDUCATION:

Brown University | Class of 2014

Bachelor of Arts | *European Intellectual History*

SKILLS:

Language English (native), German (B2), French (A2), Spanish (A1)

Software HubSpot, WordPress, Mailchimp, Facebook Ads Manager, Google Ads, Google Analytics, Pinterest Ads Manager, SEMrush, Jira, Asana, Flowlu, Trello, Outbrain, Convertro, Looker, Final Cut, Logic, Canva, Trading View, Google Suite, Microsoft Suite