



Jacob McMillen

Copywriter & Content Strategist

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- San Diego & Oakland

Education

B.S. in Accounting - University of Georgia

- GPA: 3.8/4.0
- Launched profitable business as part of entrepreneurship program

Skills

- Full-funnel copywriting
- KPI-focused content & SEO/GEO strategy
- UVP & brand positioning
- Team training, hiring, and management
- Technical translation
- Sales enablement content & strategy
- Data-driven marketing
- B2B & SaaS veteran
- AI-powered workflows
- Cross-functional collaboration

Summary

13 years as a copywriter and content strategist with experience in-house, in-agency, and as a founder. Built 7-figure content marketing campaigns via both hands-on creation and managing/training writing teams. Expert in UVP and brand positioning messaging, KPI-driven content strategy, sales enablement content, technical translation, and AI-powered workflows.

Work Experience

JacobMcMillen.com 2012 - Present
Solo Founder - fulltime

- Wrote copy for hundreds of B2B and SaaS brands, including LinkedIn, Hubspot, Ahrefs, Farnam Street, Sumo, VWO, Crazy Egg, etc.
- Consulted on content strategy and SEO for Skool, Copy.AI, Kivo.io, Astroflipping, etc.
- Brought in by leading agencies Single Grain, CXL, Userp, KlientBoost, Conversion Sciences, etc. to develop their highest priority content.
- Created SEO content that ranked #1 for “ppc agency”, “link building agency”, etc.

Cyborg Copywriting Training 2021 - Present
Solo Founder - side project

- Acquired and trained over 4,000 students on AI-assisted copywriting and content creation.
- Acquired 73,000 email subscribers and 1,200,00+ website visitors via ~15 blog posts.
- Developed popular blog creation GPT that outperforms those from Jasper, Copy.AI, etc.
- Created SEO content that ranked #1 for “copywriter”, “website copywriting”, “email copywriting”, and many more.

ContentCreator.com 2024
Performance Marketing Lead - contract

- Conceptualized & scripted video ads, sales pages & emails for \$350k/m paid ads funnel.
- Ran email newsletter to 90,000 subscribers.
- Collaborated with executives as well as performance, product, and video teams.

Owner.com 2022 - 2023
Director of Content - fulltime

- Led content between Series A and Series B.
- Created SEO content that ranked #1 for “restaurant growth”, “restaurant marketing”, “restaurant promotion”, and many more.
- Created sales enablement that decreased no-shows and was praised by SQLs on calls.
- Collaborated with product, performance, and support teams to dial-in brand messaging.

Consulting.com 2017 - 2019
Director of SEO - fulltime

- Took brand new domain from 0 organic traffic to 60k visitors/m and \$1M ARR in 18 months.
- Created SEO content that ranked #1 for “consulting”, “consultant”, “top consulting firms”, “consulting business”, and many more.
- Outranked Forbes, Harvard Business Review, McKinsey, Bain for top consulting keywords.
- Hired, trained, and managed a team of writers to help scale past \$600k ARR.