



Jack Rohrer

CREATIVE & COMMUNICATIONS PROFESSIONAL

I'm a natural creative who thrives on collaboration, storytelling, and bringing ideas to life. My background includes creative direction, copywriting, and content production across advertising and media. My passion for music, gaming, art, and exercise all keep my ideas moving.

EXPERIENCE

Creative Director

NEXT Advertising Agency, Athens, OH

Aug. 2025 – Present

- Led creative strategy and campaign execution for clients including RD Medical Training, Jubach Log Homes, Scatter DIY and The Southern Ohio Copperheads.
- Produced original creative assets including video advertisements, written copy, hand-drawn illustrations, print ads, and short-form social content.
- Collaborated with copywriters and designers to refine ideas from initial brief through final delivery.
- Managed and produced content for NEXT's social media platforms and website.

Copywriter

NEXT Advertising Agency, Athens, OH

Jan. 2025 - Aug. 2025

- Wrote copy for multi-channel campaigns across clients including Jubach Log Homes, Southern Ohio Copperheads, Captain D's Seafood, and Cairn Recovery Center
- Pitched campaign concepts, taglines, and creative directions during internal brainstorming and client-facing presentations.
- Collaborated closely with designers, directors and strategists to ensure copy aligned with visual direction and brand voice.


Director/Content Producer

WCPO-TV, Cincinnati, OH


February 2022 - June. 2024

- Calmly and effectively directed shows under high-pressure situations where errors could arise and decisions had to be made in seconds.
- Gained extensive knowledge of any and all broadcast equipment used in the newsroom.
- Created engaging content for non-news programs including Cincy Lifestyle and FC Cincinnati Weekly, all of which aired on our network.

CONTACT

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 jackrohrer.com

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EDUCATION

Master of Science: Journalism

Ohio University | 2024- 2026

Bachelor of Fine Arts: Media Production

Minor: Marketing

University of Cincinnati | 2017- 2022

SKILLS

- Digital Marketing
- Adobe Creative Suite
- Social Media Management
- Video Production
- Copywriting & Storytelling
- Leadership
- Communication

TESTIMONIALS

"Jack is really great at uncovering a brand's story and telling it in the most creative and compelling way."

- **Chuck Borghese, Managing Director, NEXT**

"His dedication, creativity, and ability to connect with others make her an invaluable asset to any team."

- **Mikhayla Hughes-Shaw, Lifestyle Host, WCPO-TV**