

JASON KALEKO

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EXPERIENCE

Peacock – Sports Marketing Copywriter

July 2024 – Present

- Crafted engaging copy for on-air, social, and OOH campaigns for Peacock Sports, driving audience engagement and viewership.
- Wrote and produced content promoting marquee properties, including Sunday Night Football, Big Ten, and Big East events.
- Played a key role in developing a high-impact 360° campaign for the Premier League on Peacock, featuring actor/comedian Marcello Hernandez.

AC Barbeque / Kings of BBQ on Hulu – Senior Copywriter

February 2023 – July 2024

- Worked with creators Anthony Anderson and Cedric The Entertainer to launch AC Barbeque, a BBQ lifestyle brand founded on the principles of Black excellence and family tradition.
- Crafted the brand language guide along with all foundational marketing and brand copy.
- Created all product names, headlines, descriptions, and consumer facing language, as well as promotional scripts, website copy, and social posts.
- Worked with executive team to draft co-branded proposals for brand partnerships with distributors such as Amazon, Walmart, and Lowe's, and broadcasters such as FOX Sports.
- Featured on-air in AC Barbeque's reality series, *Kings of BBQ*. [Click here to watch](#).

FOX Entertainment – Senior Copywriter, Strategic Creative Partnerships

June 2019 – June 2023

- Formulated dynamic product integration proposals for FOX's flagship shows, including *Empire*, *The Masked Singer*, *MasterChef*, and *Next Level Chef*, resulting in successful collaborations with major brands.
- Scripted custom content and digital series that aligned brand messaging with the narratives of FOX programming; secured partnerships with leading companies such as Allstate, Amazon, and more.
- Crafted on-pack and promotional copy for the McDonald's x *Masked Singer* Happy Meal campaign.
- Created white label bourbon Truthteller 1839 for FOX drama *Monarch*, in assoc. with ReserveBar.
- Worked directly with Pepsi to conceive and create *Cherries Wild*, a bespoke game show hosted by Jason Biggs and featuring organic in-show integration for Pepsi Wild Cherry.

Ideaology – Copywriter

June 2018 – October 2018

Copywriter for print, radio, and on-air advertisements. Worked with clients such as Bank of Hawaii, Children's National Hospital, Rooms to Go, and Sit 'n Sleep.

Various – Copywriter

September 2017 – June 2018

Freelance copywriter for on-air promotions, brand strategy marketing, and television development for companies such as Stun Creative, Propagate Entertainment, and The Tangent Agency. Worked with clients such as Ford, Inverse Media, MedMen, the L.A. Stadium Entertainment District, & the NFL Network.

FOX Broadcasting Company – Brand Strategy Copywriter

April 2017 – September 2017

Copywriter on product integration proposals for FOX shows such as *Empire*, *Lethal Weapon*, and *Family Guy*, with clients such as AT&T, Amazon, P&G, Microsoft, Ford, GM and Mtn Dew.

Crackle Original Series “Snatch” – Television Writer

May 2016 – August 2016

Television writer for Crackle original series “Snatch,” starring Rupert Grint, Ed Westwick, Luke Pasqualino, and Dougray Scott. Worked directly with Showrunner and Lead Writer.

Hawthorne Direct – Copywriter

March 2016 – May 2016

Copywriter for on-air promotions. Worked on properties such as HomeAdvisor and SoFi.

FOX Sports – Copywriter

August 2013 – March 2016

Copywriter responsible for developing promos from concept to picture lock. Developed co-branded content for partners such as Geico, Sprint, and Samsung and FOX properties such as 24: Live Another Day, NASCAR, the Super Bowl Pregame, and NFL on FOX.

EDUCATION

Carnegie Mellon University '08 – B.A. in Creative Writing; College and University Honors