

Justin M. Cook

Strategic Communications Leader | Senior Copywriter

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SUMMARY

Strategic communications leader and senior copywriter with 15+ years of experience helping organizations communicate with clarity, credibility, and impact. My background spans agency and in-house leadership across healthcare, technology, financial services, sports, entertainment, and consumer brands. I develop executive communications, integrated campaigns, thought leadership, advertising, and digital experiences that inform audiences, strengthen brands, and solve complex communications challenges.

PROFESSIONAL EXPERIENCE

Bandera Communications - Tustin, CA | *Founder & Strategic Communications Consultant* | Apr 2022–Present

Founded an independent communications consultancy helping agencies and brands solve communications challenges through strategic messaging, content strategy, and integrated marketing.

Collaborate with agencies including Ocean Media, Forge Media Group, Blue C, ROI Media 360, and The Radio Agency on initiatives supporting brands including Rakuten, Care.com, Etsy, Viator, Nanit, CareCredit, BetMGM, and CarShield.

- Develop executive communications, thought leadership, advertising, website strategy, scripts, and integrated marketing campaigns across digital, broadcast, podcast, and social channels.
- Advise agency and client leadership on messaging strategy, content development, editorial direction, and campaign execution.
- Translate business objectives into audience-first communications that improve engagement, strengthen brands, and support measurable marketing outcomes.
- Apply analytics, SEO, audience research, and AI-assisted workflows to optimize content performance.

CalOptima Health - Orange, CA | *Lead Communications Specialist (Contract)* | Sep 2024–Mar 2025

Led digital communications and editorial strategy for the public website serving more than 900,000 Medi-Cal members.

- Directed a large-scale website modernization initiative focused on plain-language writing, accessibility, SEO, and Section 508 compliance.
- Developed executive communications, public website content, internal communications, and member-facing resources supporting one of California's largest public health plans.
- Partnered with Legal, Compliance, IT, UX, and executive leadership to strengthen governance and editorial quality.
- Managed complex review and approval workflows for high-visibility public communications.

Global Results Communications - Santa Ana, CA | *Head of Content & Strategy* | Sep 2022–Mar 2024

Directed content strategy, executive thought leadership, and integrated communications for AI, cybersecurity, healthcare, telecommunications, and aerospace clients.

- Led a multidisciplinary team producing more than 200 strategic content assets annually.
- Ghostwrote executives published in Forbes, Newsweek, and leading industry publications.
- Built integrated communications programs spanning PR, executive communications, social media, thought leadership, and earned media.
- Relaunched the agency podcast while expanding executive visibility and brand authority.

Learn & Earn - Newport Beach, CA | *Editor* | Apr 2021 – Mar 2022

Oversaw editorial quality for a financial literacy platform serving more than 250,000 learners.

- Edited more than 100 educational modules for clarity, accuracy, readability, and tone consistency.
- Improved learner engagement through audience-focused editing and content refinement.
- Collaborated with product, design, and engineering teams to publish and maintain educational content through CMS and SharePoint.

Online Trading Academy - Irvine, CA | *Writer / Author / Content Editor (Contract)* | Jan 2019 – Feb 2020

Created educational content, digital marketing assets, and multimedia learning materials translating complex financial concepts into accessible experiences.

- Simplified complex financial concepts for national education programs.
- Produced web copy, video scripts, articles, and digital marketing content supporting lead generation and student retention.
- Collaborated with subject matter experts to improve clarity, comprehension, and learner engagement.

Veritone One - Costa Mesa, CA | *Creative Director / Senior Copywriter* | Jun 2010 – Aug 2018

Directed integrated advertising campaigns during the formative years of podcasting, helping shape modern host-read creative for some of the world's most recognizable brands.

- Produced more than 1,000 campaigns across radio, podcast, streaming audio, YouTube, and digital platforms.
- Wrote campaigns featuring Howard Stern, Dan Patrick, Colin Cowherd, Adam Carolla, and other nationally syndicated personalities.
- Helped pioneer host-read podcast advertising years before the format became an industry standard.
- Created campaigns for DraftKings, Credit Karma, LegalZoom, LinkedIn, Tommy John, Dollar Shave Club, Stitch Fix, and LifeLock.
- Combined creative strategy, audience insights, and performance analytics to improve campaign effectiveness and advertiser ROI.

EDUCATION

California State University, Fullerton

Bachelor of Arts, Radio-TV-Film

SKILLS & EXPERTISE

Executive Communications • Strategic Communications • Content Strategy • Editorial Strategy • Thought Leadership • Senior Copywriting • Brand Storytelling • Website Strategy • Integrated Marketing Campaigns • Digital Marketing • Podcast & Broadcast Creative • SEO • Analytics • Healthcare Communications • Regulatory Review • Section 508 Accessibility • AI-Assisted Content Development • Cross-Functional Leadership • Project Management