



Our People



Jason Swartz
Senior Web Marketer and Copywriter

BEYOND THE BIO

Running a marathon, teaching himself how to play guitar and traveling without an agenda are just a few chapters in Jason's spontaneous autobiography of life.

The 110 employee-owners of Padilla Speer Beardsley help clients build and protect their most important asset – their reputation – through a creative and analytical approach to public relations and marketing communications.

Jason brings a well-rounded background in advertising and interactive marketing to Padilla Speer Beardsley. As a Web marketer and copywriter for the firm's creative and interactive services practice, Jason creates, manages and tracks interactive, viral and social media campaigns for clients such as Jim Beam and General Mills. He continuously strives to generate fresh ideas that help clients reach and influence audiences in today's crowded media environment.

Before joining Padilla, Jason spent several years in radio, first with Clear Channel Radio and then with ABC Radio. During his time in broadcasting, Jason worked directly with clients including Corona, Progressive Insurance and Sprint. He designed campaigns that involved radio commercials, promotions and interactive strategies such as email marketing, online contests and ads. He was a contributing writer to his station's online news blogs, and also wrote and voiced radio commercials.

Jason majored in creative advertising at Drake University in Des Moines, Iowa, and earned a bachelor's degree from the school of Journalism and Mass Communication. He is an active member of the Advertising Federation of Minnesota/Ad2 and the Minnesota Interactive Marketing Association.



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