

# JACOB RANGEL

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## SENIOR PROMPT ENGINEER

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As a dedicated prompt engineer, my focus is on leveraging AI to enhance quality of life globally, ensuring that AI systems are rigorously tested, monitored, and safe. With a commitment to ethical AI practices, I specialize in developing systems that not only perform efficiently but also responsibly, prioritizing user well-being and harm prevention in every aspect of AI interaction and functionality.

## AREAS OF EXPERTISE

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- AI Personality Development
- Campaign Planning & Execution
- Data-Driven Insights
- Scriptwriting
- Content Strategy Leadership
- Strategic Prompt Generation
- Product Storytelling
- Market Research
- Persuasive Copywriting
- Brand Identity
- User-Centric Approach
- SEO Optimization

## PROFESSIONAL EXPERIENCE

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### **Meta, Inc., 2023 - Current**

#### **COPYWRITER & LEAD AI PERSONALITY EDITOR**

- Develop clear, concise, and persuasive copy for numerous channels, including websites, marketing materials, social media, and more, and lead conceptualization and development of AI personalities to ensure reflection of brand's values, voice, and tone.
- Partner with marketing teams to develop content strategies that resonate with target audiences and drive engagement by staying informed of industry trends, competitor activities, and emerging technologies to incorporate innovative ideas into content development.
- Collaborate closely with Engineering and Product teams to identify queries and requirements to develop optimized solutions, utilizing prompt creation and advanced engineering methodologies.
- Manage development and writing of prompts, character building (e.g., Character.ai), and employ strategic blend of tools and frameworks to evaluate and fine-tune both prompts and models.
- Deliver comprehensive reports to provide insights into prompt efficiency, and conduct meticulous quality analysis on influence of prompts on key performance indicators (KPIs) for conversational agents.
- Empower Engineering and Product teams with in-depth understanding of prompt creation process, sharing invaluable data, insights, and evaluation metrics to enhance efficiency of conversational agents.

### **Prompt Krafte, Inc., 2023**

#### **SENIOR COPYWRITER & CONTENT STRATEGIST**

- Served as Head Prompt Writer, conceptualizing and executing comprehensive strategy for prompt generation, and creating expert prompts for visual AI to guide users seamlessly through app's functionalities.
- Drove creative content initiatives and explored novel approaches to engage users through visually stimulating and thought-provoking prompts, surpassing traditional prompt-based interactions.
- Constructed compelling narratives within prompts, utilizing user feedback and data-driven insights to elevate overall user experience.
- Maintained cohesive and recognizable brand identity by aligning written content seamlessly with visual elements, ensuring consistency in brand voice and messaging across all prompts.
- Collaborated with design and engineering teams to contribute insights and participate in product testing for prototypes and new features, allowing for early identification and correction of bugs.

- Developed marketing campaigns and outreach initiatives based on customer discovery, developing strategies that resonated best with target audiences, and increased brand affinity and engagement.

**Digits Financial, Inc., 2021 – 2023****SENIOR COPYWRITER & CONTENT STRATEGIST**

- Developed and produced high-quality, engaging copy for variety of B2B platforms, including press releases, blog articles, product campaigns, and LinkedIn updates, targeting business decision-makers and amplifying brand voice.
- Orchestrated strategic product campaign launches tailored to distinct customer segments, refining messaging across diverse channels such as email chains, display ads, landing pages, and social media.
- Stayed abreast of industry trends, competitor activities, and customer preferences to inform content strategy and development, performing market research and utilizing data and analytics to measure effectiveness of content.
- Crafted captivating scripts for marketing videos, seamlessly weaving narratives for both live-action and animated productions.
- Curated and directed company blog, serving as driving force behind content strategy, keyword research, and creation of engaging and informative content.

**DispatchTrack, 2018 – 2021****SENIOR COPYWRITER & CONTENT STRATEGIST**

- Spearheaded narrative identity of DispatchTrack brand across social, digital, and PR channels, meticulously cultivating consistency in product voice.
- Masterminded B2B campaign rollouts, targeting pivotal customer segments through optimization of email chains, display ads, landing pages, and social media content.
- Revitalized and expanded brand's LinkedIn presence, to increase page visits by over 300%.
- Crafted engrossing scripts for spectrum of videos, seamlessly blending technical intricacies with engaging marketing narratives.
- Pioneered company blog initiative at DispatchTrack, conducting extensive keyword research, expertly editing articles, and aligning content with trending logistics news to maintain pulse on industry developments.

**Apple, 2018****SCRIPTWRITER (CONTRACT)**

- Conceived and created compelling copy for product descriptions, site content, and user collateral at Apple, strategically fortifying sales and nurturing brand loyalty.
- Generated impactful digital scripts for How-To videos featured on official @AppleCare platforms, significantly enhancing customer support experiences.
- Developed and launched in-depth Screen Time How-To video, adeptly demystifying intricate settings for both everyday users and parents, resulting in impressive 150K+ views and providing invaluable insights into navigating complex functionalities.

**Self-Employed, 2013 - 2018****FREELANCE B2B COPYWRITER**

- Formulated impactful copy for range of B2B collateral, including websites, whitepapers, case studies, and email campaigns, developing content strategies to address client goals, target audience needs, and industry trends.
- Tailored messaging to effectively communicate value propositions and solutions to specific B2B buyer personas and adapted writing style to suit diverse brands, industries, and communication channels, balancing creativity with professional tone to maintain brand authority in B2B communications.
- Implemented SEO best practices to enhance online visibility and improve search engine rankings for B2B clients, infusing keywords into copy to maximize content discoverability.
- Partnered with clients, marketing teams, and other stakeholders to understand business objectives and incorporate feedback, consistently meeting project deadlines while maintaining highest standards of quality.

- Created content to inform and convert clients, tracking and analyzing performance of content using relevant metrics and adjusting strategies to achieve measurable business outcomes.

## EDUCATION

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**Associate's Degree in Film & TV Production and Writing**, DeAnza College, Cupertino, CA