Jason Flamm

Copywriter, Ghostwriter, and Email Marketing Expert

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> **I've helped sports coaches and content creators earn over $2M in the last 3 years.**

SUMMARY

Copywriter and email marketer with 15 years of writing copy, 10 of them inside agencies for brands like Coca-Cola, Nissan, Chick-fil-A, and Bayer/Monsanto, and the last 2+ years helping coaches build sports community businesses on Skool. I write the emails, ads, and launch copy that turn a following into buyers, and I build AI tools that help me ship fast without the work sounding like a robot wrote it.

EXPERIENCE

Founder, Agency. Mar 2026 – Present

Done-for-you marketing for Skool community owners

- Plan and run full-funnel email for coaches and creators: opt-ins, welcome and nurture sequences, launches, and win-back.
- Concept and script Meta video ads, and write the landing pages and sales emails behind them.
- Built AI writing tools trained on real voices, including a voice profile pulled from 152,000 words of transcripts.

Founder, Six-Figure Sports Coach Aug 2025 – Present

Courses and programs that help sports coaches take their coaching online

- Built a YouTube to email to Skool funnel, with Meta ads bringing in leads at about $1.50 each.
- Did $49K in my first coaching launch.

CMO, SAVI Basketball Dec 2024 – Mar 2026

- Helped grow SAVI past $500K a year and $47K MRR, the #1 all-time sports earner on Skool, and win the Skool Games 3 times.
- Wrote a 2x weekly newsletter to 27K+ basketball coaches with a 54% all-time open rate, plus launch and sales sequences.

CMO, ThatPickleballSchool Dec 2024 – Mar 2026

- Helped grow ThatPickleballSchool past $500K a year and $45K MRR, and hold the #1 spot on Skool Discovery for 9 months.
- Published 2 to 3 times a week to a 20K-subscriber list with a 63% open rate and 7.2% click rate.

Partner, Tanner Pickleball Jun 2024 – Present

- Helped Tanner land a book publishing deal and a six-figure sponsorship contract.
- Launched "The Secrets to 5.0" newsletter and grew it to 12,000+ subscribers with a 74% open rate and 18.8% click rate.
- Ghostwrote his book, *Pickleball in 60 Seconds*, which has sold almost 10,000 copies.

Senior Content Manager, The Dink Oct 2023 – Nov 2024

- Wrote for the biggest newsletter in pickleball, going to 114K+ subscribers 3x a week with open rates above 55%.

ACD, Copywriter and Content Director, Ansira Apr 2021 – Mar 2024

- Led email, copy, and web for Luxco Spirits, Coca-Cola, Nissan, Chick-fil-A, Cracker Barrel, and Dave & Buster's, with email programs that sold millions.

EARLIER AGENCY EXPERIENCE

Senior Social Strategist and Copywriter, FleishmanHillard: Emerson, March of Dimes, United Van Lines, Great Clips 2019 – 2021

Senior Copywriter, Manifest: Alamo, Purina, Delta Faucet, AARP, Milwaukee Tool 2018 – 2019

Senior Content Manager, HLK: Monsanto (now Bayer) brands, Ameren, MiTek 2015 – 2018

SKILLS AND TOOLS

Email	Welcome, nurture, and launch sequences, newsletters, segmentation, automation, testing
Copy	Ads and video scripts, landing and sales pages, social, ghostwritten posts, emails, and books
Platforms	Beehiiv, Go High Level, Skool, HubSpot (working knowledge), Stripe, Zapier, n8n, Make.com
AI	Claude, ChatGPT, custom writing tools trained on real voices
Books	*Pickleball in 60 Seconds* (ghostwriter for Tanner Tomassi), *Keep Creating: 83 Ways to Keep Creating the Things You Love* (author)

Writing samples available upon request.