

# JENNIE JACKSON

COPYWRITER

## CONTACT



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## EDUCATION

### M.A. Publishing & Writing

Emerson College

2013

### B.A. Literary Journalism, Film & Media Studies

University of California, Irvine

2010

## AWARDS

Platinum, AVA Digital Awards

Bronze, Telly Awards

John Hancock Life Insurance

2017

Bronze, Telly Awards

Humatics

2017

Bronze, Hatch Awards

Ocean Spray

2016

## EXPERIENCE

### Copywriter

Partners + Simons | Aug 2017 – Present

- Collaborated with a variety of creative partners to conceive and create campaigns designed to grab attention, build relationships and live across channels and platforms
- Developed and executed conceptual campaign ideas for financial services and healthcare clients such as Blue Cross and Blue Shield, Lahey Health, AIG and Nationwide
- Worked with clients to address a broad range of challenges, from product launches to crisis communications

### Content Producer

Weber Shandwick | Sep 2013 – Aug 2017

- Executed social integration at events including Bosch ConnectedWorld in Chicago (2016) and Berlin (2017)
- Developed and refined brand guidelines for clients across verticals and diverse geographies, such as Ocean Spray, Novartis, and Harvard Business School
- Emphasis on digital video production, including writing narrative scripts and live broadcast run-of-shows

### Freelancer

WordPress Implementation | Feb 2016 – Present

- Worked with small businesses and bloggers to develop and refine overall brand guidelines
- Created mockups of landing and internal pages
- Helped clients install WordPress or migrate existing sites to an appropriate web host
- Used basic HTML/CSS and JavaScript knowledge to convert designs into custom WordPress themes and create unique, slick and fast frontend interfaces.

### Copywriting Intern

CTP | Jan 2013 – Aug 2013

- Worked with creative leads and account teams to identify and understand high-level messaging and strategy
- Drafted and edited blog posts, news articles and website copy
- Assisted with copywriting for brochures, award submissions, reports and other marketing material

## REFERENCES

### Daniel Rucci

VP/Executive Producer

Weber Shandwick

T: (630) 408-7852

E: drucci@gmail.com

### Lauren Rochon

Sr. Art Director

Columbia Threadneedle

T: (973) 216-1312

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### Amanda Keane

VP, Technology

Weber Shandwick

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