



JENNIE JACKSON


COPYWRITER


CONTACT

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 in/jacksonjennie

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

MERGE | Aug 2017 - Present

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

Freelance Copywriter & Content Producer

Hey Jennie | Feb 2016 - Present

- Developed and refined overall brand guidelines, digital content and packaging copy for clients including Bosch Software Innovations and Type A deodorant
- Created mockups of landing and internal pages, and 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.

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 voice and tone 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

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

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Lauren Rochon

Sr. Art Director

Columbia Threadneedle

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Amanda Keane

VP, Technology

Weber Shandwick

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