



# JENNIE JACKSON

Copywriting & Creative Direction

Contact

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## EXPERIENCE

Dec 2019 – Present | Los Angeles, CA

### VP, Creative Lead

CITY NATIONAL BANK

- Aligned brand and LOB goals by refining brand guidelines and developing an enterprise content strategy, editorial calendar and merchandising playbook
- Led and conceived the Preferred Banking relaunch campaign, resulting in \$110+ million in new assets under management
- Launched the redesigned City National Mobile App™ with more than 35% of downloads attributed to marketing efforts
- Guided agency work to fruition with on-brand and on-strategy creative direction for brand anthem video and social media guidelines
- Swiftly developed crisis responses to the pandemic for use at the brand, executive and colleague level

Mar 2018 – Dec 2019 | Los Angeles, CA

### Copywriter

FREELANCE

Clients: Akamai Technologies, AUDIENCE Network, Bosch, The Walt Disney Company, Fresenius Kidney Care, Life is Good, Microsoft, type:A deodorant, TINCUP Whiskey, Teeling Whiskey Company

Aug 2017 – May 2018 | Boston, MA

### Copywriter

MERGE BOSTON

Clients: Blue Cross and Blue Shield, B. Braun

Sep 2013 – Aug 2017 | Boston, MA

### Copywriter

WEBER SHANDWICK

Clients: Bosch, Harvard Business School, Fresenius Kidney Care, John Hancock Life Insurance, Land O'Lakes, L.L.Bean, Nestlé, Novartis, Ocean Spray



## EDUCATION

2012 – 2014

### M.A. Publishing & Writing

EMERSON COLLEGE, BOSTON, MA

2006 – 2010

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

UNIVERSITY OF CALIFORNIA, IRVINE



## AWARDS

2017

### Telly Awards, Bronze

John Hancock Life Insurance

2017

### Telly Awards, Bronze

Humatics

2017

### AVA Digital Awards, Platinum

John Hancock Life Insurance

2016

### Hatch Awards, Bronze

Ocean Spray



## SKILLS

Brand development  
B2B marketing  
Content production  
Corporate messaging  
Creative concepting & direction  
Crisis communications  
Editorial strategy  
Email marketing  
Long form content  
Scriptwriting  
Social media strategy



## REFERENCES

Available upon request