

# JENNIE JACKSON

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## | PROFESSIONAL SUMMARY

Results-driven Copywriter with a background in healthcare, tech and consumer goods, bringing 5 years' experience in proven effective marketing and advertising strategies. Possessing strong creativity to deliver unique copy, meticulous budgetary adherence, and in-depth knowledge of competitive campaigns and offerings.

## | WORK HISTORY

### **Freelance - Copywriter**

Los Angeles, CA · 03/2018 - Current

- Developed key messaging, branding and positioning statements in preparation for product launches
- Drafted and managed print, online and social media communications designed to promote company brand, image and values
- Collaborated with client teams in development of RFI responses, ensuring consistency with brand marketing and message strategies

### **MERGE Boston - Copywriter**

Boston, MA · 08/2017 - 05/2018

- Worked closely with clients to identify their needs and challenges and provide solutions-oriented campaign themes.
- Targeted both offline and online consumers by designing a multi-pronged and comprehensive marketing strategy.
- Coordinated and participated in promotional activities and trade shows.

### **Weber Shandwick - Content Producer**

Boston, MA · 09/2013 - 08/2017

- Created, built and published social media and long form content for a variety of websites and digital platforms.
- Worked closely with client teams by providing high-level consultation, strategic planning and creation of custom content offerings.
- Defined and tracked campaign effectiveness and adjusted strategies accordingly.

## | HONORS & AWARDS

### **Bronze**

Telly Awards · 2017

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Telly Awards · 2017

### **Platinum**

AVA Digital Awards · 2017

### **Bronze**

Hatch Awards · 2016

## | EDUCATION

### **Emerson College**

Boston, MA · 2014

**Master of Arts:** Publishing & Writing

### **University of California, Irvine**

Irvine, CA · 2010

**Bachelor of Arts:** Literary Journalism, Film & Media Studies

## | SKILLS

Brand development  
Business-to-business  
Content production  
Corporate messaging  
Creative concept development  
Crisis communications  
Editorial strategy  
Social media  
Video scripts