

Jessica B. Howell
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WHO I AM

- An adaptive, passionate wordsmith with experience and success in every channel
- A strategic, intuitive creative with strong project management skills
- An inquisitive, quick-learning team player

WHAT I'M GOOD AT

- Creative concepting, marketing strategy, and integrated marketing/branding campaigns
- Copywriting, with a focus on user experience and customer satisfaction
- Combining conceptual thinking with creative and efficient execution
- Working within budgetary, creative and business constraints
- Project management, process improvement and market research

FULL-TIME GIGS

Moxie

Atlanta, GA

2011 - present

Copywriter

Primary client: Verizon Wireless

- Direct response copywriting, primarily for email and social media channels

BKV, Inc.

Atlanta, GA

2010 - 2011

Copywriter

Clients: The Home Depot, Direct Insurance, Carter's, South University, and more

- Direct response copywriting for multiple channels: television, web, email, social media, print

Coverdell & Company (Vertrue)

Atlanta, GA

2006 - 2009

Creative Project Manager

Clients: Bank of America, Wachovia, BB&T, Banco Popular, SunTrust, Wells Fargo and more

- Direct response copywriting, creative strategy, testing and market research in print, email, web, and telemarketing

Mellow Mushroom (dba Home-Grown Industries of GA, Inc.)

Atlanta, GA

2006

Marketing Consultant

- Rebranding, marketing strategy, copywriting, public relations, corporate communications

CNI Newspapers, Inc. (The Northeast Georgian)

Cornelia, GA

2002 - 2003

Staff Writer/Photographer

- General news coverage (crime/city council beats, general/breaking news, new business, editorial)

FREELANCE GIGS

- Employee communications, web and email content, editorial, general news/events, small business marketing and strategy support, etc.

- *Clients include:* The Weather Channel, Carter's, The Goddard School (Buckhead/Atlanta), Quality Care for Children, Blue Sky Agency, BrightWhistle, and more

OBEDIENCE SCHOOL

BA, Mass Communications

Piedmont College, Demorest, GA

ADDITIONAL CREDIBILITY

- Direct Marketing Association (Copywriting, Direct Marketing and Email Marketing Strategies)

- Georgia Press Association

- American Association of University Women

References, freelance clients and samples available upon request.