

"It's my goal to make an immediate and positive impact in my work environment while producing creative that makes great business sense."

WHAT I'M GOOD AT:

- Writing and editing engaging short and long copy for various audiences across different mediums.
- Incorporating SEO and key messages into content without compromising a conversational tone, humour, or brand requirements.
- Coming up with strategic ideas, messaging, and clever details that make campaigns and communication projects stand out.
- Keeping projects organized and rolling with changes, all while ensuring the client and key stakeholders stay confident in the direction and team.
- Consistently recognizing and encouraging internal talent.
- Positively dealing with stress, deadlines, and conflicting priorities.
- Working in Mac and PC environments with extensive knowledge of Microsoft Office and basic understanding of HTML, several CMS systems, Adobe Illustrator, InDesign, and Photoshop.

WHAT I'M NOT SO GOOD AT:

- Acting casual when the *Game of Thrones* theme song comes on.
- Deciding whether or not I like the Oxford comma.
- Remembering what the different sizes are called at Starbucks.

HOW I PAID THE RENT:

Associate Creative Director (Copywriting)

Feb 2012 – Dec 2012

Espresso, Toronto, ON

- Worked with the Creative Director and as a team lead for an integrated marketing agency in developing various client and new business ideations and creative marketing executions. Projects ranged from internal communication campaigns to street-level stunts to social media integration.
- Handled the bulk of copywriting and editing for clients on projects that included slogans, print campaigns, newsletters, SEO-rich articles, Twitter and Facebook posts, corporate tutorials, video scripts, and online games.
- Managed a studio of full-time and freelance art directors, graphic designers, interactive designers, and production designers. This included project and resource scheduling, day-to-day personnel management, and providing on-going support, direction, collaboration, and feedback.
- Worked side-by-side with the account team in briefings, quotes, client presentations, and meetings.

BRANDS: Samsung, Benefit Cosmetics, Xstrata Nickel, The Beer Store, Kids & Co., Yoga Tree, Cassels Brock, The White Ribbon Campaign, Ontario Bar Association, Consultec, Toronto Board of Trade

Writer & Communications Consultant

Aug 2008 – Feb 2012

Alphabetty, Toronto, ON (my sole proprietary business)

- Crafted ad copy, radio scripts, lesson plans, press releases, brochure copy, SEO-rich website content, corporate blog entries, articles, presentations, business names, and slogans.
- Developed branded content segments for client television appearances on local morning programs.
- Provided marketing direction and communication strategies for clients who knew they wanted "something" but weren't sure what that was.
- Pitched PR stories on behalf of clients, netting them coverage in industry and mainstream publications.
- Managed all aspects of the business including client relations, sub-contracting, and bookkeeping.

BRANDS: Walmart, Target, Sears, Plan Canada, BMO Nesbitt Burns, Women's Post, The Jewish Museum of New York (Bat Mitzvah Club), Hear for Life, HomeFixated, Apple Nannies, Tutor Doctor, Hitched!, IdeaLaunch

GenNext Manager

Sep 2007 – Sep 2008

United Way of Toronto, Toronto, ON

- Ran United Way's initiative to get 20 and 30-something Torontonians more aware of and engaged in the charity's objectives and work.
- Expanded the charity's social media presence, wrote all digital and ad content targeting the key demographic, and pushed forward the development of a Facebook app.
- Managed a board of young professional volunteers to create two sell-out fundraising events, a speaker series, and a corporate ambassador program.
- Liaised with several non-profit groups in order to present their work in a way that appealed more to GenNext-aged philanthropists and volunteers.
- Culled research from United Way's donor information to present the executive with a better picture of the GenNext demographic.

WHAT PEOPLE SAY ABOUT ME:

"Jen is one of the most dedicated, detail-oriented creatives I've ever met. The team loves her, the clients love her, and the partners love her. She's a f&*#ing star."

- Jacquelyn Cyr, CEO of Espresso & PROFIT Top 100 Powerful Women of Canada®

Account Supervisor & Copywriter

Nov 2005 – Sep 2007

Retail Communications Group, Toronto, ON

- Handled copywriting and editing of national B2B sales materials, video scripts, and POS pieces.
- Developed creative concepts and managed the logistics for B2B special multi-city events.
- Acted as the main account contact and project manager for the agency's largest and most complex client with billings in the seven figures. Account management included daily client communication, conflict resolution, scheduling, budget tracking, and working with vendors, partners, department heads, and junior team members.

BRANDS: Samsung (mobile and consumer electronics), T-Mobile, Carlson Wagonlit

Marketing & Community Relations Coordinator

Jul 2002 – Nov 2005

Xtra (Pink Triangle Press), Toronto, ON

- Developed all new marketing materials (including arranging for photo shoots, writing all copy, and drawing an analysis from Ipsos Reid data) to secure advertisers. The new collateral directly resulted in a record-breaking year of ad sales in the newspaper.
- Wrote newspaper articles regarding Xtra's participation in the community.
- Arranged for sponsorship and special event support for a number of LGBT charities, events, and causes.
- Hosted special events for community leaders and managed all aspects of Xtra's presence in Pride festivities, including advertising, information booths and parade entries. And, yes, I danced on our Pride float. Twice. It was humiliating for all involved.

MY BOOK LEARNIN':

Post-Graduate Certificate in Public Relations (with Honours)

Aug 2000 – May 2001

Humber College, Toronto, ON

Bachelor of Arts in Communication Studies

Sep 1996 – May 2000

University of Calgary, Calgary, AB

CHECK OUT MY PORTFOLIO AT WWW.JENNIFEREVE.COM