

# Jada Brazell

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## **SUMMARY**

Senior copywriter, content strategist and branding expert who fosters success for clients and employers looking to take their communications strategies to the next level. Highly conceptual and engagingly collaborative, managing and leading multiple projects on tight deadlines, excelling individually, as part of a creative team and across departments.

## **SPECIALITIES**

Content strategy across platforms; conceptual strategy, development and execution; brand voice development; messaging strategy; packaging/product copy; team leadership

## **CONSULTANT BACKGROUND**

Senior Copywriter, Wilson Associates July 1-December 31, 2017/ Dallas, TX

- Renovated brand for interior architecture firm, including web copy and sales collateral
- Created brand messaging for firm's new sub-brands
- Managed digital content and strategy

Senior Copywriter/Content Director, Fuller Cosmetics April 2015-April 2017/ Mexico City, MX

- Developed, executed and launched renovated brand
- Rebranded multiple cosmetic collections based on new voice and positioning
- Trained internal copy team on brand voice
- Led projects with external translation agency

Copywriter/Editor, Beauticontrol January 2012-March 2015/ Dallas, TX

- Helped launch major rebranding initiative with conceptual collaboration and comprehensive collateral updates
- Promoted company growth through materials for sales consultants and consumers
- Wrote press releases, emails, product descriptions/benefits and brochures/catalogs

Content Manager, FramesDirect.com June-August 2014/ Austin, TX

- Built and led communication across channel strategies for online luxury eyewear retailer looking to increase brand awareness and improve overall messaging tone
- Streamlined 2014 editorial calendar to create consistent messaging and themes on website, emails, blogs and social media outlets
- Wrote email, web and blog content, collaborating with marketing team on all pieces
- Wrote SEO-friendly web content to increase web presence

Content Manager, Ready Reading Glasses, Inc. February-December 2013/ Dallas, TX

- Implemented and managed social media and blogs for 3 luxury eyewear companies
- Developed communications strategies and materials for consumer outreach
- Created exclusive collections; named and described frames, colors and features/benefits

Marketing Director, RetailUnion June-September 2011/ Dallas, TX

- Led marketing agency in content strategy and implementation for startup social networking site in the retail real estate space
- Wrote all web content and sales collateral targeting top retailers and real estate firms

#### **FULL-TIME BACKGROUND**

- Marketing Specialist, First American Payment Systems March 2009-May 2011/ Fort Worth, TX
- Content Specialist, RadioShack January July 2008- March 2009/ Fort Worth, TX
- Marketing Coordinator, Novotus January 2006-June 2008/ Austin, TX
- Marketing Specialist, iTaggit March 2005-April 2006/ Austin, TX
- Media Relations Specialist, Odessa College June 2003-February 2005/ Odessa, TX

#### **ADDITIONAL FREELANCE CLIENTS**

Neiman Marcus, Bare Minerals, Diadeis Agency NYC, Speakeasy Content Marketing Agency, IonLoop, Sun & Color, Seales Law Firm, Room Key, Anovia Payments, Calamity Gym, Anti-Aging Centers of America, Shinola, Cyngery Data/SignaPay, Omni Hotel Dallas Convention Center, Global Fashion News, RadioShack

#### **EDUCATION & TRAINING**

B.A. Print Journalism, Southwest Texas State University: 2001

#### **SOFTWARE PROFICIENCY**

Microsoft Office Suite, WordPress, Constant Contact, MailChimp, InCopy, Google Drive

#### **AFFILIATIONS/VOLUNTEER WORK**

Habitat for Humanity, Alzheimer's Association, Munger Place UMC, Highland Park UMC