

# jessica stuart

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- EXPERIENCE** **Freelance ACD/Copywriter** **02/11 – present**  
*McGarry Bowen, Publicis Modem*  
Current and previous clients: Cartier, Soft-Sheen Carson, LensCrafters, Sounds of Pertussis, Voices of Meningitis, Chevron, WillYouJoinUs, Northrop Grumman
- LBI (formerly IconNicholson) — New York, NY** **09/09 – 02/11**  
*Associate Creative Director*
- Managed, mentored, and motivated copywriters, art directors, and UX designers across multiple accounts
  - Developed, directed, and concepted campaigns, websites, and videos for clients including Savella, Reyataz, Positive Charge AIDS initiative, Baraclade, and Milagro Tequila
  - Aligned with project management to ensure the accuracy of the creative scope, schedule, and budget
  - Helped structure and build the agency's content discipline, sourcing new talent and creating standardized templates and processes for internal and external copywriters and content managers
  - Nurtured multiple client relationships and sold-in new work
  - Participated in new business pitches and succeeded by being part of the creative team to help the agency win digital AOR for a major global brand
- Publicis Modem — New York, NY** **10/07 – 09/09**  
*Senior Copywriter/ACD*
- Managed and led a team of copywriters and art directors across multiple projects and new business pitches
  - Produced interactive and integrated campaigns, websites, videos, and applications for clients including LG, AMBIEN CR, Matrix Biologie, Dice, General Mills, Marriott, Capgemini, Corona, Citibank, Sirius Satellite Radio, and Yellowtail
  - Strategized and concepted for new business pitches and internal agency projects
  - Increased agency client roster by being part of the lead creative team to win two new accounts
- Deutsch — New York, NY** **9/06 – 10/07**  
*Senior Copywriter*
- Managed and mentored freelance copywriters and art directors across multiple projects
  - Executed integrated campaigns and website content for clients including IKEA, Tylenol, Motrin, Imodium, St. Joseph aspirin, Simply Sleep, and Ortho ELMIRON
  - Concepted for new business pitches and participated in the agency's responses to RFPs
  - Succeeded by being part of the creative team to win the agency two new business pitches worth over \$100M
- Wunderman — New York, NY** **8/04 – 9/06**  
*Copywriter*
- Wrote website, direct email, and online advertising content for Chevron, Pfizer for Living, and ZYRTEC
  - Exceeded ZYRTEC marketing goals for 2004. Results included response rates upwards of 20%, a 170% lift in web traffic to ZYRTEC.com, a measurable increase in pill usage, and 154K new ZYRTEC members
  - Succeeded by being part of the lead online creative team to win the agency the multi-million dollar CHANTIX account
  - Collaborated on a number of new business pitches for TIME, CNN, Exubera, and Tanqueray, among others
- Michael Page International — New York, NY** **6/02 – 8/04**  
*Marketing Coordinator, North America*
- Wrote, edited, and designed external marketing materials, including website copy, advertisements, one sheets, presentations, brochures, and RFPs
  - Managed all of the marketing and PR efforts supporting the brand and the launch of each new US office
  - Successfully re-launched the US website by integrating and editing site content from MPI's global network
  - Managed and optimized MPI's online presence and brand positioning
  - Negotiated advertising contracts with major newspapers and industry publications
  - Supported a consultancy team of over 40 individuals across five US offices and interacted with UK counterparts on a daily basis

**RAW Interactive — New York, NY** 4/01 – 10/01

*Content Manager*

- Wrote, edited and optimized content on various Ford Motor Company websites, including FordCredit.com and FordFinancial.com
- Articulated RAW Interactive's strengths in response to RFPs, and worked in tandem with members of the design, strategy, and new business departments
- Served as a creative resource in brainstorming taglines, unique URLs, product names, and proposals

**Organic, Inc. — New York, NY** 5/00 – 3/01

*Copywriter*

*Associate Copywriter*

12/99 – 5/00

- Executed media campaigns, promotional sitelets, and direct emails for a varied roster of clients including LEGO, Avis, POWERaDE, Barq's, and Cherry Coke, among others
- Successfully extended various Coca-Cola brands via their first ventures in online promotions
- Developed creative strategies and solutions for clients that focused on innovation and ROI
- Managed and exceeded client expectations, often times selling-in new work

**Microsoft/Sidewalk.com — Boston, MA** 11/97 – 5/99

*Contract Marketing Coordinator*

- Wrote, designed, and produced promotional web pages on a local and national level
- Established and maintained promotional relationships with advertisers and external partners
- Wrote and produced company's top two performing e-newsletters, which were sent out to 20,000+ subscribers a week
- Wrote and designed promotional and direct marketing materials
- Represented company at trade shows and assisted in coordination of offsite events

## FREELANCE

**Newing Energy** :: *Copywriter/Editor* 8/08

**Reservocation** :: *Associate Editor* :: www.reservocation.com 4/01 – 8/05

**Buck Baker School of Racing** :: *Copywriter/Editor* 7/05

**Savonix Corporation** :: *Copywriter for online product demo script* :: www.savonix.com 2/05

**Tremont 647** :: *Copywriter* :: www.tremont647.com 6/02 – 1/03

**DBK Events** :: *Assistant Event Coordinator* 11/01 – 9/02

**Bluefly** :: *Copywriter* :: www.bluefly.com 4/01

## AWARDS

**2006 Internet Advertising Competition Award**

Best Energy Interactive application—Chevron: WillYouJoinUs.com

## EDUCATION

**Boston University College of Communication — Boston, MA** 1994 – 1997

Bachelor of Science, *cum laude*, in Advertising, Minor in French — GPA: 3.47

## SKILLS

- Trained in Clear Health Communications (CHC) web principles
- Knowledge of Photoshop, Illustrator, InDesign, PowerPoint, and Excel
- Experienced in web design using Dreamweaver, Go Live and basic HTML
- Intermediate skills in French (written and oral)
- Education abroad in Zermatt, Switzerland (Fall 1991) and London, England (Summer 1997)