

jessica stuart

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- EXPERIENCE**
- LBI (formerly IconNicholson) — New York, NY** **09/09 – present**
Associate Content Director
- Manage, mentor, and motivate various copywriters, art directors, and UX designers across multiple accounts
 - Develop, direct, and conceptualize campaigns, websites, and videos for clients including Savella, Reyataz, Positive Charge AIDS initiative, Baraclude, and Milagro Tequila
 - Align with project management to ensure the accuracy of the creative scope, schedule, and budget
 - Continue to help 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
 - Nurture multiple client relationships and continue to sell-in new work
 - Participate 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 Biolage, 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

Neuwing 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, ImageReady, PowerPoint, and QuarkXPress
- 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)