

jessica stuart

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ABOUT JESS

I am a multitasking, entrepreneurial Creative Director with decades of experience copywriting, editing, and concepting across all mediums, for an extensive range of industries, in both a B2B and B2C capacity. I have led and mentored teams, won new business, grown and launched brands, and helped build creative departments. No challenge is too daunting. One of my greatest strengths is my versatility. I am just as comfortable leading creative development for coal mine equipment as I am for cold medicine. I thrive on making what's complex more accessible. I am adept at turning on a dime, being thrown in the deep end, rising above the crazy, and ramping up at record speed. I'm a persuasive presenter, passionate supporter of meticulous copy decks, and eager to keep growing.

EXPERIENCE

Creative Director/Copywriter (Freelance)

02/11 – present

Current and previous clients:

2022 – present	Saatchi Wellness (VEOZAH), Razorfish Health (AREXVY)
2019 – 2022	Vestwell/Sumday (Primerica, OregonSaves, MyCTsavings, Colorado SecureSavings, MarylandSaves, Various state-sponsored 529 and ABLE/STABLE savings programs)
2017 – 2019	Area 23 (BEOVU), PureRED (Zantac 360, CBD Clinic, ACT Oral Care for Professionals), Comcast/NBCUniversal, ProHEALTH, Rebellion Design Co. (Dell EMC), Cohen's Fashion Optical, Sumday/BNY Mellon (Oregon College Savings Plan), Zocdoc, FCB Health (LUCENTIS), W2O Group (YourCancerGamePlan)
2013 – 2017	Publicis NA/Publicis Kaplan Thaler (LG, Dräger, GARDASIL, PNEUMOVAX, ZOSTAVAX, OSPHENA, Metamucil), CreateThe Group (Beauty Brands)
2011 – 2013	Rebellion Design Co. (Gexa Energy, Prolog Ventures), VSA Partners (Dove DermaSeries), Publicis Modem (Align, Citibank, LG, Cartier, LensCrafters, SoftSheen-Carson, Sanofi-Pasteur Vaccines), mcgarrybowen (Chevron, Northrop Grumman)

CAREER HIGHLIGHTS

- + Deep, versatile experience in Digital, Mobile, Social, Print, Experiential, UX, VUI, and Video Production
- + Manage, mentor, inspire, and grow teams of copywriters, art directors, and UX designers
- + Nurture client relationships and partner to creatively and effectively solve problems
- + Strong strategic thinker, skilled at delivering fresh ideas that support brand initiatives
- + Fiscally responsible creative, driven by innovative thinking, streamlining processes, and finding efficiencies
- + Experience aligning with Project Management to ensure the accuracy of scopes, schedules, and budgets
- + Proven success in helping agencies win and sell-in new business—over \$100M awarded to date
- + Support agencies in building their content discipline, creating standardized templates and processes
- + Experienced collaborating with and supporting large global teams
- + Demonstrated track record of creating websites, CRM programs, emails, and newsletters that have outperformed client expectations and industry benchmarks

PREVIOUS ROLES

LBi (formerly IconNicholson)	Associate Creative Director	09/09 – 02/11
Publicis Modem	Senior Copywriter/ACD	10/07 – 09/09
Deutsch	Senior Copywriter	09/06 – 10/07
Wunderman	Copywriter	08/04 – 09/06
Michael Page International	Marketing Coordinator, North America	06/02 – 08/04
RAW Interactive	Content Manager	04/01 – 10/01
Organic, Inc.	Copywriter	12/99 – 03/01
Microsoft/Sidewalk.com	Marketing Coordinator	11/97 – 05/99

SKILLS

- + Passionate travel blogger and founding editor of *Oh Please Just Go* (www.ohpleasejustgo.com)
- + Trained in Clear Health Communications (CHC) web principles
- + Intermediate skills in French (written and oral)
- + US Sailing Basic Cruising & Bareboat Certification

AWARDS

- 2023 MarCom Awards**
Platinum – TV Campaign // **Platinum** – Web Video for “Cut Short” RSVandMe + AREXVY
- 2014 DTC National Advertising Awards**
Gold – Best Website – Women's Care for Osphena.com
Bronze – Best CRM for Osphena