



jessie birks

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SUMMARY OF QUALIFICATIONS

Nine years of experience developing creative concepts for companies ranging from Fortune 500's to mid-sized and small organizations. Experienced at working under deadlines in collaborative environments while maintaining an eye for measurable results. Possess exceptional communication skills with a unique ability to explain creative reasoning to teammates and decision makers.

PROFESSIONAL EXPERIENCE

Sept 2007 – Present CDMiConnect New York, New York
Copy Supervisor

Bringing pharmaceutical advertising to new places, by introducing the category to modern mediums and fresh thinking. Developing interactive content and web experiences for a variety of top Pfizer brands, including Caduet, Lyrica and Viagra.

Feb 2007 – Aug 2007 Merkle Inc. Denver, Colorado
Copywriter

Working with the creative team to develop effective, targeted emails promoting the products of a variety of clients, including DIRECTV, Bank of America, Dex and Disneyland. Writing effective copy under strict brand guidelines, to specific groups within client databases.

Freelance beginning Jan 2005 Gates Corporation Denver, Colorado
Advertising Specialist

Developing B2B marketing and promotional pieces for technically complex industrial products and services. Editing and researching TechTips: short messages to distill complex technical information into a quick email. Working with in-house and freelance art designers and photographers, selecting and negotiating for the best print services.

Feb 2003 – May 2004 The STAR Group Cherry Hill, New Jersey
Jr. Copywriter

Working directly with Art and Creative Directors from conception to implementation of various gaming, healthcare and retail advertising campaigns. Creating names and themes for new services, attractions, and events—developing original concepts and copy for direct mail, web sites, billboards, print and radio.

FORMAL EDUCATION

Bachelor of science in business marketing, May 2002
Rutgers University, Camden, New Jersey

PERSONAL DISTINCTIONS

- Traveled across the country by bicycle, seeing both coasts and thirteen states in the summer of 2004
- Studied in South Africa and Namibia, importing goods for the Rutgers University Global Café
- Inducted into the Rutgers University Advertising Hall of Fame, 2001