



# jessie birks

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## SUMMARY OF QUALIFICATIONS

Five 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.

## FREELANCE EXPERIENCE

2005 through present

### ***Bank of America***

Elevated the creativity of consumer email communications by working directly with the Art Director to design powerful image/headline combinations. Launched a new template and achieved consistent response rates within an unchanging database.

### ***Community Bankshares***

Consulted with this medium-sized commercial and consumer bank to develop their brand identity and messaging as they designed a new website and collateral. Researched and wrote true stories of their customers and investments, producing a website that offered a fresh, unique perspective to visitors and prospective investors.

### ***Gates Corporation***

Produced dozens of effective B2B brochures and collateral for this industrial manufacturer, often choosing artwork and designs. Produced "TechTips," emails that distill complex engineering concepts into short email tips, and revised web copy for brevity and clarity. Researched products and interviewed engineers to discover the unique selling proposition of complex products and services.

### ***DIRECTV***

Helped define the style and voice of DIRECTV email campaigns during a complex transitional period. Developed copy and messages for a variety of products, services and entertainment packages. Collaborated directly with the creative team to develop effective, engaging emails that catch reader attention before they have to scroll.

## PERMANENT POSITIONS

### ***Junior Copywriter***

The STAR Group

Feb. 2003 – May 2004

## 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; imported goods for the Rutgers University Global Café.
- Inducted into the Rutgers University Advertising Hall of Fame, 2001.