

Summary: Jane is a passionate advertising professional ready to take communications to the next level. With experience in nearly all media, she understands the importance of the big idea, no matter the vehicle. She extracts branding and advertising practices from traditional advertising, and applies it to the world of interactive, mobile and social media for robust experiences, campaigns and concepts that provide creative and unique solutions to meet client objectives.

11+ years crafting communication campaigns to engage, inform, and entertain in a myriad of media for clients in a variety of verticals.

An idea generator who sees the importance of the big picture down to the specific word choice and tone for a brand. Experienced in:

- developing engaging creative strategies to achieve business objectives
- creating branding strategies and a unique voice for brands
- managing project flow and creative resources
- establishing processes & procedures to improve productivity and efficiency

Experience:

06.07-current *Senior Copywriter/ACD - Studio.com, Boston, MA*

Provide clients new ideas and solutions to expand and strengthen their role and position through groundbreaking opportunities. Providing ACD leadership and responsible for concepting, strategy, copywriting and providing insight for Dunkin' Donuts, Baskin-Robbins and Unicef interactive and Social Media communications to achieve increased brand awareness, website traffic, and help grow in-store foot traffic/donations. Other client work includes brands such as Bacardi, Disney, Nestle/Wonka, Coca-Cola, McCormick, and Ando Media, in addition to bringing innovative ideas and solid concepts to the table for new business pitches. Assist agency in development of corporate social media efforts and efficient copy and creative practices/procedures. Work closely the UX/IA, and effectively supervise copywriters and designers in various offices and countries, while managing and leading projects from inception through to development.

Clients: Dunkin' Donuts, Baskin-Robbins, UNICEF, McCormick, Bacardi, Disney, Nestle/Wonka, Ando Media

Awards: 2009 MITX Best Cross Media for Create Dunkin' Next Donut

11.99-06.07 *Creative Consultant/Freelance Copywriter/CD*

Conceive and sell campaigns to achieve goals. Lead concepting sessions; work with designers, copywriters, ADs, IAs, CDs and clients. Work included web content, emails, online advertising, print advertising, taglines, branding, campaign concepting, direct mail, radio, collateral, recruitment advertising, naming, new business pitches, newsletters, B2B, trade show collateral/signage, and greeting card copy.

Clients: Studio.com, Mullen, Mindfire Interactive, Pohly Company, Manasian, Hill|Holliday Interactive, VPNE Parking Services, White Rhino, Merry Design Group, Crunch Brand Communications, Argus, TJX, Conrad Forest Products, CMN Design, Buyer Advertising, Overdrive Marketing, Stackpole & Partners, Marketing Drive, Polymedica, Prospectiv, The First Years, Samsonite, Graphique de France, Key3Media, National Leisure Group.

Brands: Dunkin' Donuts, Baskin-Robbins, Sealy, Stearns&Foster, Mass. Office of Travel & Tourism, NASCAR RacePoints, Magazine Publishers of America, Direct Federal Credit Union, Young Women Leaders of Tomorrow, Comcast, Polaroid, Cedar Point Communications, BlueRaven, The Boston Globe, FleetBoston, Love.com, Verio, American Science & Engineering, Foundry Sports Medicine & Fitness, UNICCO, HBM, Lumigent, Demaware, New Balance, Ecco Shoes, CYBEX, Haddad Brands, Ariat Shoes, The Colonnade Hotel, VESCONNE, BPHC, T.J. Maxx, Marshalls, LoJack, Merchants Leasing, Energy Star, NEEP.

08.99-02.01 *Copywriter - GSO/P Boston, MA*

Lead copywriter for Shaw's Supermarkets, Sarah Michaels, Freeman Beauty Products, LoJack Corporation and SPES accounts. Provided clients with branding, radio campaigns, print campaigns, web site development/content, online advertising, brochures, television campaigns, POP, and collateral. Lead agency collateral and website redesign as well as participate in new business pitches.

Brands: Shaw's Supermarkets/Star Market, Sarah Michaels, Honey Dew Donuts, Freeman Beauty Products, LoJack Corporation, Budweiser/Doc Otis Hard Lemon, SPES.

Education: B.S. in Communications/Advertising, Boston University 1999, Boston MA