



Resume

Jeri Bernstein

Freelance Copywriter

Website: jbhomework.com

404-932-0137

In a nutshell

15+ years of experience writing and creating advertising across all media platforms. I have worked with huge agencies (read: big budgets) and small businesses (read: resourcefulness) and have delivered successfully for both. I started as a full-time agency copywriter at JWT (Chicago and Atlanta) and continued to freelance for them (and plenty of others!) for many years.

Specialties

- Writing meaningful, effective, stand-out copy for ads, websites, broadcast and collateral
- Developing highly-creative, campaign-worthy concepts and carrying them through multiple platforms
- Editing copy efficiently and meticulously while enhancing impact and meaning
- Collaborating successfully with diverse client teams
- Executing creative strategies and following brand guidelines with consistency and results
- Making clients smile

Experience

Freelance copywriting--ongoing

Recent clients include:

- Open Range Capital Partners, May 2019-present
 - Provided content for the website, partner biographies and tag line
- Boys & Girls Clubs of America, August-December 2017
 - Completed web copy, brochures and correspondence for a new safety initiative
- National Math and Science Initiative, August 2017-December 2017
 - Created and wrote an online engagement campaign via email and social media
- Visiting Nurse/Hospice Atlanta, December 2017-June 2018
 - Complete website revamp, 2017 Annual Report
- University of Illinois, September 2017-February 2018
 - Created and wrote an alumni engagement campaign via email and social media

- KissAway Wipes, lipstick removal, May 2016-present
 - New product launch, name and tag line, website, press releases
- The Cesar Millan Pack Project (aka The Dog Whisperer) 2015-2017
 - Brochure, articles for website, correspondence
- Trinity Press, September 2008-present
 - Developed brand positioning and tag line, website, direct mail
- Lenbrook, the *Inspirement* Community, August, 2010-present
 - Developed brand positioning and tagline, full website content, monthly direct mail, print
- Clients also include Voya Financial, Resurgens Bank, Harland Clarke, Kimberly Clark Professional Healthcare, Monte Hewitt Homes, John Wieland Homes and more

Creative/Marketing Director @ Sales & Marketing Solutions September, 2006-September, 2013

At this Atlanta-based sales rep firm, I created and managed creative marketing programs, connecting several publications with their websites and their clients. The brands I covered were Parade, Shape, Men's Fitness, Smithsonian and Entrepreneur.

Agency experience

Pollak, Levitt, Chalet

Lead copywriter on Kimberly-Clark Professional Healthcare, Original Appalachian Artworks (Cabbage Patch Kids)

JWT—Atlanta

Lead copywriter on Sun Bank, Orkin Pest Control, Rollins Security, Dunlop, Red Cross

JWT—Chicago

Lead copywriter on Kraft Foods, Sears, Northwestern Mutual Life, 7up

Awards

- Atlanta Homebuilders' Professionalism Gold Award—Ad campaign
- Atlanta Homebuilders' Professionalism Gold Award—Website
- Gold Addy—Orkin TV
- Silver Addy—Rollins Security TV
- Silver Addy—JWT print, internal

Additional skills

- Proficient in Office
- Social media savvy
- A decent tennis player

Education

B. A. Advertising, University of Illinois