

# Coco. Jeannine

creative copywriter

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## LET'S HAVE WORDS.

619.358.3374

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## EDUCATION:

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### MFA Creative Writing — Poetry

2021, National University

### Ideation & Copywriting

2014, San Diego Portfolio Studio

### BS Advertising

2013, The Art Institute of California,  
San Diego

## SKILLS:

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AP Style

MLA Style

WSET Level 3 Certified

Facebook Advertising

Adobe Creative Suite

Microsoft Office

Google Suite

Social Media

Content Marketing

Photography

Wordpress

SEO

Email Marketing

Pardot

Unbounce

Asana

Workamajig

## INTERN EXPERIENCE:

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### Michael Elgo Creative

Spring/Summer 2013

### EFM Agency

Fall 2013

## EXPERIENCE

### 3Q DIGITAL

#### SENIOR COPYWRITER — JULY 2021 - PRESENT

- Lead development of performance marketing campaigns across diverse client portfolio
- Work cross-functionally with account and design teams to produce campaign deliverables
- Lead copy team in absence of Creative Director

### NATIONAL UNIVERSITY SYSTEM AGENCY

#### SENIOR COPYWRITER — NOV. 2019 - PRESENT

- Lead development of brand campaigns from initial conception through production and market roll-out
- Assist with casting and interviews for broadcast and documentaries
- Develop processes that improve departmental productivity
- Assist in training & mentorship of junior and mid-level creatives
- Lead copywriting team in the absence of Associate Creative Director

#### COPYWRITER — AUG. 2018 - NOV. 2019

- Write enrollment-driving, omni-channel copy including broadcast, paid media, website, email, print, and out-of-home deliverables
- Work with creative, accounts, and marketing teams on campaign creation from initial conception to production and roll-out
- Maintain branding and consistent style, quality, and tone
- Execute review processes with copywriting, design, and account management teams

### SOCI, INC.

#### CONTENT MARKETING COORDINATOR — JAN. 2018 - AUG. 2018

- Write and research content including resources, webinars, and blogs
- Develop targeted email nurture and drip campaigns
- Manage and create content for all social media accounts
- Coordinate client-facing collateral
- Write, design, and develop landing pages for content promotion

### VISION DESIGN STUDIO

#### JUNIOR COPYWRITER — OCT. 2014 - OCT. 2015

- Support senior creative staff in the development of brand content, voice, and messaging for multiple clients
- Develop copy across digital and print channels for brands in the higher-education, tech, beauty, and restaurant industries

### FREELANCE CREATIVE CLIENTS

- BrightHaus Digital (2017)
- Inseev Interactive (2016 - 2017)
- PETCO (2016)
- AMN Healthcare (2016)
- Electrolife (2015 - 2016)
- Stone Brewing Company (2013-2014)