

JENNA SMITH

WRITER, CREATIVE
DIRECTION, & MORE

CONTACT

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Detroit, MI

ABOUT

Dynamic creative with 7 years
experience. Data driven.
Mentor. Leader. More.

SKILLS

- Public speaking and presenting
- Mentorship + team leading
- End-to-end campaign creative
- General creative directing
- Project management

EDUCATION

**Bachelor of Science in
Communications & Nonprofit
Management**

Eastern Michigan University
2017

EXPERIENCE

SENIOR COPYWRITER

EZCATER | MARCH 2023 - PRESENT

- Write copy for everything: emails, print, online ads, landing pages, radio, TV, case studies, PR releases, etc.
- Pitching, scoping, and owning projects
- Represent creative for marketing meetings and to stakeholders

SENIOR COPYWRITER

MRM - GENERAL MOTORS | MARCH 2022 - MARCH 2023

- Lead and mentor team of 2-3 other writers
- Represented creative for client presentations
- Worked with ACDs and CDs to evenly distribute projects and workloads

COPYWRITER

MRM - GENERAL MOTORS | MARCH 2020 - MARCH 2022

- Wrote digital and print copy for General Motors' loyalty division, including marketing emails, online ads, direct mail, and video
- Represented copy for client presentations and acted as the brand voice expert
- Concepting, deck building, storyboarding, and pitching to win new work

COPYWRITER

MERKLE | MARCH 2018 - MARCH 2020

- Wrote digital and print copy for Coca-Cola, Sony, Canon and more
- Worked on concepting and representing copy on bids for new clients

FREELANCE COPYWRITER

VARIOUS BUSINESSES | 2016 - 2018

- Wrote copy for a variety of clients and businesses including: website copy for professional photographers, marketing and blog posts for a camera equipment company, marketing and social media for small businesses and restaurants, and more.