



Jenny Thompson | copywriter  
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## SPEC WORK

### CREATIVE CIRCUS

2014 - 2016 | Copywriting

### UNIVERSITY OF GEORGIA

2009 - 2013 | B.A. in Advertising

## EXTRAS

UX Writing

Content Architecture

Photoshop

Indesign

Illustrator

APA/AP/MLA Style

## REAL WORK

### GREENHAUS 2019 - PRESENT

Copywriter

*Gaining experience in the lifestyle and tourism category. Refining my craft by learning the art of placemaking for clients that range from buzzing cities to beachside towns to family focused communities.*

### CHANGE AGENTS 2019

Marketing Content Lead

*Collaborating with a handful of other women to better prepare underrepresented college women for the job search process by bringing a unique Career Catalyst Program to local universities. My role is to create various marketing materials for both B2B and B2C audiences as well as act as the brand gatekeeper for voice and tone.*

### FIFTY & FIFTY 2018 - 2019

Copywriter | Content Strategist

*Worked with numerous non-profits, NGO's and social good companies to refresh and reimagine their brand tone. Much of my time was spent crafting new web copy, email campaigns and digital donation campaigns. I got to play an active role in the strategy and content strategy phase of the redesigns as well as test my knowledge on site architecture.*

### VITRO 2016 - 2018

Copywriter

*Cut my teeth in a highly collaborative and fast paced environment. Had the opportunity to work on brands across multiple channels including Adidas Golf, Caribou Coffee, UC San Diego, Serengeti Eyewear and more.*

### HACKBRIGHT ACADEMY 2016

Freelance Copywriter

*Helped change the ratio in coding by developing a fresh brand tone and a total website rewrite for a kickass all women's coding school. I worked closely with the CMO to craft new website and brand copy, welcome packets, brochures and more.*

### ROMANO'S MACARONI GRILL 2008 - 2015

Training Server

*The word "macaroni" still gives me PTSD.*