

Jenna O'Brien

SENIOR COPYWRITER

Cincinnati, OH

j_schauer@sbcglobal.net

Experience

Senior Copywriter (Freelance)

Davis Harrison Dion

- Provide copywriting, editing and creative development for a wide range of B-to-B and B-to-C accounts
- Supervise junior copywriting staff
- Develop keyword-optimized copy, creative concepts and information architectures for client web sites and interactive projects
- Write and edit print ads, brochures, direct mail, newsletters, email marketing campaigns and broadcast scripts
- Produce radio and television commercials, scout and hire talent
- Develop copy, creative concepts and information architecture for client web sites and interactive projects
- Create marketing proposals and campaigns for prospective clients and current client base
- Pitch and present to new business clients on behalf of the creative team

Chicago, IL, working remotely
from Cincinnati, OH
Jun 2005 - Present

Freelance Writer

Today's Chicago Woman Magazine

- Conducted interviews and wrote bylined, feature-length articles and profiles about professional Chicago women and subjects of interest to the professional woman living in Chicago

Chicago, IL
May 2008 - Feb 2009

External Relations Manager

Chicago, IL
Jun 2004 - Jun 2005

DBSA

- Wrote and secured placement of news releases, feature stories and letters to the editor
- Worked with integrated marketing team to develop creative programs to support the DBSA mission
- Coordinated and managed database of association spokespeople
- Pitched interviews to national media and trade publications to promote DBSA programs and initiatives
- Responded to television, print, trade and radio media inquiries
- Communicated DBSA message to the media and the public on issues regarding depression and bipolar disorder

Copywriter/PR Manager

Cleveland, OH
Jun 1998 - Jun 2004

AMG Advertising and PR

- Created public relations campaigns and pitched to media
- Cultivated relationships with local and national media
- Wrote and edited copy for all agency projects including ads, brochures, direct mail, web sites and newsletters
- Worked on creative development team for clients in a range of industries including food/beverage, non-profit, construction, entertainment/travel, specialty chemicals and communication
- Developed and produced marketing proposals and campaigns
- Wrote feature stories for national and international publications
- Won silver and bronze Business Marketing Association awards in 2002/2003

Education

B.A. in Communication

Cleveland, OH
Aug 1994 - May 1998

Hiram College

New section

Awards and Recognition

2012: Silver and Bronze, Business Marketing Association
Tower Awards

2011: Silver, Davey Award in six categories

2010: Gold and Bronze, Business Marketing Association
Tower Awards

2009: Gold, Business Marketing Association Tower Awards

2008: Award of Excellence, Business Marketing Association
Pro-Comm Awards

Jenna Schauer O'Brien

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