



Jessica
Gilston

Evok Advertising – SENIOR COPYWRITER

September 2012 to Present

Lead copy services for mid-size, integrated, full-service advertising agency, providing strategic, innovative and results-driven copy for a wide range of media vehicles, both interactive and traditional. Work closely with creative team to ensure work is cohesive and effective, yielding increased ROI for our clients.

- * Hilton Hotels
- * Kenwood Audio
- * State Farm Insurance
- * D-Link
- * Jerry Harvey Audio
- * MH Auto
- * Ocala/Marion County VCB
- * Eurotire
- * National Mobility Equipment Dealers
- * Moe's Southwest Grill
- * Space Coast Credit Union

Tupperware Brands Corporation, U.S. & Canada – COPYWRITER

Contract | July 2012 to September 2012

Craft catalogue and product copy for print and online materials, email marketing campaigns and social media efforts that are consistent with brand standards to gain optimal audience reach.

Purple, Rock, Scissor – INTERACTIVE COPYWRITER

Contract | February 2011 to July 2012

Lead interactive copywriting efforts to propel award-winning client projects using strategic content and cohesive design. Develop creative content and concepts for mobile, email, SEO, etc. Craft in-house blog posts to build client brand awareness, boost conversions and ROI.

407.342.5946
JessicaGilston.com

- * Tim Tebow
- * Davidoff of Geneva
- * Orlando Utilities Commission
- * Publix Supermarkets
- * Full Sail School
- * Fleetgistics
- * Florida Hospital for Children
- * Global Robotics Institute
- * Disney

NBC Universal – SENIOR INTERACTIVE COPYWRITER

Contract | May 2010 to March 2011

Lead interactive copywriting efforts to reach Gold Addy and Webby Award-winning projects. Teamed to result with record-breaking sales and attendance Universal Orlando Resort history. Translate print to web campaigns, resulting in huge success in launching The Wizarding World of Harry Potter, Halloween Horror Nights, Holidays, Vacation Packaging and 2010-2011 award-winning digital campaigns.

Rise Creative Group – SENIOR INTERACTIVE COPYWRITER

May 2009 to April 2010

Lead copy efforts for all interactive projects to yield successful content strategies and boost client revenue. Craft copy for press releases, social media platforms, and blog posts. Write, proof, and edit all content.

- * Grant Hill
- * University of Central Florida
- * Florida Bar Foundation
- * Hart and Huntington Tattoo Company
- * Fountain Motorsports
- * Live Africa

G&G Advertising – SENIOR COPYWRITER

February 2006 to February 2009

Team to deliver creative concepts and lead copywriting efforts for traditional and interactive media for clients in various industries.

- * Yahoo!
- * Citi Bank
- * Cat Genie
- * IVC Technologies
- * The Thread in Union City
- * Muscle Car Workout (PBS)
- * The Falls in Costa Rica
- * Legends at Bridger Creek
- * Watercolours

VIZION1 ENTERTAINMENT – SENIOR COPYWRITER/ASSISTANT CREATIVE DIRECTOR

August 2004 to March 2008

Lead creative efforts from concept to copy to support all artist events, including all broadcast media and talent bios. Plan, create and execute promotional and marketing campaigns for 60,000+ persons events. Develop and maintain relationships with vendors, owners and media contacts.

- * House of Blues Orlando
- * Firestone Nightclub
- * Hard Rock Live Orlando
- * Live Nation
- * William Morris Agency
- * Chaotica

Brown-Forman – MARKETING SPECIALIST

October 2004 to July 2006

Specialize in boosting brand awareness for the Central Florida region.

- * Jack Daniel's
- * Finlandia
- * Southern Comfort
- * Chambord

Starbucks Coffee Company – MANAGER

August 2000 to June 2008

Slinging coffee, like it's my job.

EDUCATION

University of Central Florida

Bachelor of Arts

Major: Advertising & Public Relations

Minor: Marketing

SKILLS

Mac OS, MS Office Suite, Workamajig, BaseCamp, Familiar in WordPress CMS, Drupal, Adobe Creative Suite