

JESSICA GONZALEZ
407.342.5946 • JessicaGilston.com
JessicaGilston@gmail.com

EXPERIENCE

Manager of Copywriting

Harry & David September 2014 – January 2016, Medford, Oregon

Responsible for establishing and guiding the Harry & David, Wolferman's, and Stock Yards® brand voice in all channels and assist and develop team of copywriters to ensure excellence in every communications piece. Direct the digital and print copywriting teams to ensure brand values and initiatives are communicated both internally and externally. Develop, refine and communicate brand identity, values, and vision.

- Write compelling copy across all channels.
- Ensure the brand voice is consistent and engaging.
- Foster brand development by evolving the brand voice.
- Generate new ideas for seasonal campaigns.
- Consistently create strategically relevant and fresh ideas.
- Coach, mentor, develop and effectively communicate strategic direction and campaign initiatives.
- Creation of copy for catalog, website, SEO, social media, direct mail, stores, broadcast, and more.

Senior Copywriter

Evok Advertising September 2012 – April 2014, Orlando, Florida

Lead content creation for 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 build brands, ensuring work is cohesive and effective, yielding increased ROI for clients and enriching the lives of audiences.

- Hilton Hotels
- Kenwood Audio
- Moe's Southwest Grill
- State Farm Insurance
- Ocala/Marion County CVB
- D-Link
- JH Audio

Senior Interactive Copywriter - Contract

Purple, Rock, Scissors! March 2011 – July 2012, Orlando, Florida

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.

- Tim Tebow
- Disney
- Florida Hospital for Children
- Full Sail, Metra Mobile
- Global Robotics Institute

Senior Interactive Copywriter - Contract

NBC Universal May 2010 – March 2011, Orlando, Florida

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.

- The Wizarding World of Harry Potter
- Halloween Horror Nights, Holidays
- Vacation Packaging
- 2010 and 2011 Award-Winning Digital Campaigns

Senior Interactive Copywriter - Contract

Rise Creative Group May 2009 – May 2010, Orlando, Florida

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
- Central Florida Postal Credit Union
- Hart and Huntington Tattoo Company

Copywriter - Freelance

Vizion1 Entertainment August 2008 – September 2012, Orlando, Florida

Help lead creative efforts from concept to execution to support 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

Senior Copywriter

G&G Advertising February 2006 – February 2009, Orlando, Florida

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

- Yahoo!
- Citi Bank
- Muscle Car Workout (PBS)
- The Falls in Costa Rica
- Legends at Bridger Creek Montana

Manager/Supervisor/Barista

Starbucks Coffee Company August 2000 – June 2008, Florida

- Slinging coffee, like it's my job

EDUCATION

University of Central Florida - BA Advertising - Graduated 2005