

JESSICA LYNN GILSTON
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I've honed my craft for creating optimal content to build brands and enrich the lives of audiences, worldwide. I'm always on the hunt for best practices. Uncovering the most effective ways to evoke wanted responses from customers fuels my excitement to create exceptional work with amazing people.

EXPERIENCE

Senior Content Copywriter

Capital One July 2017 – Present

Richmond, Virginia

Create original content for partner sites, like Forbes.com. Reposition and rebrand existing credit card products, such as Venture and Quicksilver. Provide copy and voice for new products, like Savor. Deliver engaging, on-brand content across all channels.

Manager of Copywriting

Harry & David September 2014 – June 2017

Medford, Oregon

Responsible for establishing and guiding the Harry & David and Wolferman's brand voice in all channels. 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.
- Foster brand development by evolving the brand voice.
- Coach, mentor, develop and effectively communicate strategic direction and campaign initiatives.
- Creation of copywriting for catalog, website, SEO, social media and stores.

Senior Copywriter/ACD

Vizion1 Entertainment August 2004 – September 2014

Orlando, Florida

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

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
- Moe's Southwest Grill
- State Farm Insurance
- D-Link

Senior Interactive Copywriter - Contract

Purple, Rock, Scissors! March 2011 – July 2012

Orlando, Florida

Head of digital copywriting 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
- Global Robotics Institute

Senior Digital Copywriter

NBC Universal May 2009 – August 2012

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
- 2010 and 2011 Award-Winning Digital Campaigns

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

EDUCATION

University of Central Florida – BA Advertising – 2005