Jessica S. Punshon

5008 Sussex Drive

Evans, GA 30809

706-910-9641

[punshon63@gmail.com](mailto:jessica.punshon@msn.com)

**CAREER SUMMARY**

Accomplished and creative marketing communications copywriter / account manager with extensive corporate and agency background. Proven record of strategic planning, developing successful marketing programs, creating collateral, internal incentive programs, optimizing web sites, ad agency and creative team management, and partnership marketing on both a local and national level. Unique combination of skills from experience as a client, agency account manager, and creative copywriter.

# CORE SKILL SET

20+ years background marketing communications Talented account manager & project team leader

Experienced in direct mail, promotions, collateral Creative copywriter for print and web

Extensive agency/vendor relationship management Skilled in trade show and event marketing

Multi-tasking expert, team player Extremely detail & deadline oriented

**PROFESSIONAL EXPERIENCE**

**Freelance Copywriter** - Evans, GA June 2010 – Present

Specializing in hospitality marketing, with ability to transition to other industries as needed. Work with various clients to develop creative materials, including email marketing campaigns, brochures, advertising copy, online education course content, editorial, proofreading, etc. Will participate in client conference calls as needed, flexible scheduling, very detail and deadline – oriented.

EXHIBITOR Media Group – Rochester MN

## Marketing Manager September 2008 – April 2009

## Led all aspects of marketing, including trade show and conferences attendance promotions, internal staff training, public relations, advertising and direct mail materials directed to both trade and consumer end users, magazine ad sales incentive programs and circulation efforts

* Developed and implemented marketing strategies for annual EXHIBITOR Show in Las Vegas, including collateral, advertising, telemarketing, onsite promotions and attendance incentives. This intensive marketing resulted in a much smaller decrease in professional attendance than anticipated for Tier One trade shows (approximately 8% vs 15%) despite the economic slowdown and corporate travel restrictions in our primary customer base
* Created sponsorship and partnership opportunities for vendors at Show
* Worked in conjunction with senior staff to create EVENTSALONS, a new concept for event marketing. Developed all marketing pieces, worked with vendors to create their salons, oversaw onsite promotion to increase attendance and developed strategy to increase program for 2010

TIG Global, LLC **-** Chevy Chase MD

**Copywriting Manager** October 2005 – September 2008

Oversaw all creative copy development for one of the agency’s largest accounts, Hyatt Hotels. Following creative kick-off meetings with account management team and client, each website was completely rewritten to highlight the benefits of the hotel, featuring search engine optimized (SEO) copy to increase natural ranking searches and direct bookings. Successful creative strategy helped grow account from five hotels to more than 125, to include the entire domestic portfolio

* Responsible for all SEO keyword searches and creation of meta data
* Led development of copy tone, creative direction and formatting strategies
* Acted as project manager for the account, creating system to manage writing assignments averaging 120 hours / week for my team of writers
* Developed new client marketing briefs and procedures to ensure client provides detailed market information

Stewart Enterprises, Inc. - McLean VA

**Division Marketing Manager** May 2003 – September 2005

Directed all aspects of advertising and sales promotion campaigns for 120+ locations within Eastern Division, utilizing a $1.5 million+ budget.

* Hired and managed full-service advertising agency to implement new, groundbreaking advertising campaign for key locations. Campaign resulted in increased call volume and market share
* Managed direct mail sales campaigns to generate sales leads for cemetery teams
* Created alternate campaigns for 2nd tier locations and placed all media for these programs

Choice Hotels International - Silver Spring MD

**Manager, Consumer Marketing** March 2000 – May 2003

Responsible for execution and daily management of all national consumer promotions, as well as ongoing partnership marketing programs within our target audience

* Developed new partner relationships with general consumer organizations and senior organizations nationwide to generate revenue for all hotels
* Promoted Choice Hotels at consumer trade shows
* Created and managed the company’s first Promotion Hotline as a resource for more than 3,600 US hotels to use with any promotion or program related questions
* Liaison to Choice field staff and Franchise Services Help Desk team to ensure fluid communications of all consumer marketing programs
* Created and coordinated training and incentive programs for Call Centers and Front Desk agents for national promotions

Ad Image Advertising – Fogelsville PA

**Marketing Communications Consultant** June 1997 – March 2000

* Served as all-around marketing manager
* Assisted in event marketing, public relations and collateral production for drum corps competitions

Lieberman-Appalucci - Allentown PA

**Account Executive** June 1994 – August 1995

* Managed Rodale Press Book Clubs’ marketing communications programs to increase subscriptions and purchase of books through direct mail
* Developed policies and procedures with client and agency senior management to manage this new $500,000 account, resulting in exceeding budget goal delivery

American Express Travel Services – New York NY   
**Assistant Advertising Manager** November 1992 – June 1994

* Executed multi-product catalogs and direct mail offerings to Cardmembers
* Communicated company's marketing strategies and project goals to advertising agencies to execute in creative concepts and design of each catalog

Hilton International Hotels – New York NY   
**Manager, Marketing Communications - Americas** October 1985 – August 1992

* Planned and executed multi-lingual advertising, collateral and public relation support for area and individual hotel marketing programs
* Worked with hotel General Managers, Directors of Sales and key area personnel to develop advertising and promotional campaigns
* Supervised multiple advertising and public relations agencies in US, Canada and Latin America

**EDUCATION**  
Fashion Institute of Technology - New York NY

Marketing Communications August 1981 – June 1985