

Jackson P. Quinn

Senior Copywriter & Copy Editor / Advertising Sales

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(978) 460-0071

OBJECTIVE: To create and deliver powerful, original content and clear results for open-minded clients and audiences, working alongside like-minded collaborators.

SKILLS

- Thorough attention to detail in terms of research, execution of copy, and editing to improve consistency and reduce redundancy in terms of content
- Demonstrated strength in adapting to or organically developing brand standards to conceive, write, and edit concise, engaging copy across all media
- Experience in print, web, broadcast, and events — in large agencies, startups, and on a freelance level
- Illustration, design, typographic, photographic, and video skills — award-winning filmmaker and published cartoonist
- Presentation skills and the ability to direct and work with crews of all sizes

EDUCATION

The Art Institute of California — San Francisco, CA

Bachelor of Science Magna Cum Laude, Advertising, March 2007

RELEVANT EXPERIENCE

02/20 – 08/22

Alameda Sun / Stellar Media Group, Alameda, CA

Advertising Coordinator

As the advertising coordinator for “Alameda’s only locally owned newspaper,” my duties included maintaining relationships with advertisers to guarantee customer satisfaction, helping to develop and design new campaigns from scratch, improve existing creative assets, and cultivating new customer contacts. With my broad range of skills, additional tasks involved proofreading the entire paper on a weekly basis, contributing photography, and writing articles and supplementary content.

10/16 – 10/18

AppDynamics (now a division of Sisco Systems), San Francisco, CA

Editor-in-Chief, Marketing

AppDynamics is a leading developer of application performance management tools for **Fortune 500** companies and governments, and was ultimately acquired by **Sisco Systems**. As senior content editor for its nascent in-house marketing

department, I was responsible for creating and enforcing brand standards for both internal and external communications, including writing, editing, proofreading, and overseeing all digital campaigns and content such as: white papers, press releases, blogs, social media, content summaries, B2B sales offerings, and recruitment initiatives. My greatest impact came in the form of writing the invitations and follow-up messages to existing and potential customers for our industry events (including the AppSphere 2016 and 2017 events and 2018's AppD Global Tour) and webinars, which were attended by thousands internationally. The results were increased user retention, sales, and brand awareness — ultimately leading to its multi-billion dollar acquisition by Cisco.

09/13 – 05/17

Luxus Inc. / Boston's The Gourmet Pizza, Dallas, TX

Senior Copywriter

After successfully pitching the first fully integrated campaign for the U.S. expansion of Canadian casual dining giant **Boston Pizza**, I wrote, developed, and edited all promotional materials for the chain for several years, including annual restaurant and beverage menu updates, national TV and radio spots, print ads, style guides, charity events, and more, right down to coasters and pizza boxes.

09/09 – 09/13

Luxus, Inc., San Francisco, CA / Helsinki, Finland

Senior Copywriter / Copy Editor

This experience focused on generating and editing online content including video scripts, product copy, banners, landing pages, style guides, and other communications for major clients including **Nokia, Oracle, Brown-Forman, PepsiCo**, and others. I also wrote and edited promotional materials including newsletters, pitches, press releases, and case studies for Luxus, Inc. itself (a good deal of time was spent copyediting material translated into English from our home office in Helsinki, making it more readable for a wider audience).

09/05 – 12/08

TMP Worldwide, San Francisco, CA

Copywriter

My first major job out of the gate provided me the opportunity to conceive, write, and deliver online, print, and broadcast recruitment campaigns for a diverse range of high-profile corporate clients for one of the world's first major digital agencies. Clients included: **Microsoft, GE, Kaiser Permanente, Dell, Wells Fargo, IBM, HP, JPL, Ameriprise, Genentech, and Public Storage**. Most notably, I created and implemented new brand standards for aerospace & defense powerhouse **Northrop Grumman**. I also created detailed style guides for most of the aforementioned clients and contributed illustrations and video presentations to a number of successful pitches, including **Intel, E.On, and Duff & Phelps**, as well as winning "National Creative of the Month" for three consecutive months.

VARIOUS FREELANCE CREDITS

- Chief Marketing and Creative Consultant: Ultra Plush Productions, “Drink ‘N Putt 2023” event and “Spikelaw9.com” alternate reality game (ARG), and “tugjobtees.com” (apparel branch), Las Vegas, NV.
- Writer / Researcher: THE WHY FILES, episode “Titanic Conspiracy Theories,” 2023.
- Editor / Ghostwriter: *A Moveable Beast: A Memoir* By Chef Adam Dodge Ostrofsky.
- Creative Director: Music video for band “clipping,” single for “Run It,” Sub Pop Records, Seattle, WA. Director: Lawrence P. Klein.
- Set Designer / Assistant Director: Music video for performer Patience, song “White of an Eye,” from album *Dizzy Spells*, Night School Records, Los Angeles, CA. Director: Lawrence P. Klein.
- Character Design / Copy Editor: *The Ladybug Who Could Sing*, a children’s book by Stacia Scheiblel, Wayne, ME.
- Publisher / Writer / Illustrator / Designer: *The Weathergirl & Camera Two*, *Newton: Love is a Type of Gravity*, and *The One I Want is Dreaming Again*, graphic novels from Pavement Park Publishing, Alameda, CA.
- Author: “U R the I Who’s Out of This World: The Lost Prince Cover of ALF’s Biggest Hit,” short story, *The Alameda Murmur*, Alameda, CA.
- Original story / Co-writer “The Magnificent Gentleman,” feature film, The Birchside Corporation, Los Angeles, CA.
- Co-writer: “Trial Run,” short film, winner of Best Short Film at Fantastic Fest in Austin, TX, The Birchside Corporation, Los Angeles, CA. Director: Lawrence P. Klein. trialrunfilm.com.
- Director: Music video for Chevy Heston, song “Recovery Systems are Failing,” from album *Come To Sterilized*, CherryDisc Records, Boston, MA.
- Director: Music videos “Stealing First Base,” “After Dinner Divorce,” “Fancy Sandwich,” and “Scotch Chamber,” from album *Those Who Don’t Do, Don’t*, Oakland, CA.