

■ JESSICA C. DEAN ■

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EXPERIENCE: Whole Foods Market Rocky Mountain Region Wichita, KS • July 2016 – May 2017

Frontier locations of this global retail chain rely on an unofficial in-house agency to execute marketing plans. As Marketing & Community Liaison, I flexed my copywriting muscles daily on everything from social media posts to billboard copy.

- Lead in-store marketing efforts to increase sales and customer counts.
- Developed and executed marketing plan to combat incursion of competing retailer; handled PR for TV and radio, produced collateral with graphic artist, and worked with regional business analyst team.
- Supported and created content including photography for social media accounts to drive impressions.

Apples & Arrows Wichita, KS • May 2015 – June 2016

This nimble branding agency is the best in the Midwest. From my start as an intern, I was quickly hired on full-time to manage projects. The agency president recognized my creative potential and dubbed me Brand Strategist, allowing me to dive into copywriting.

- Blog entries for national corporate lodging chain that helped buoy sales as part of an annual marketing plan.
- Radio scripts radio scripts for Delta Dental of Kansas that helped to retain A&A as DDKS' preferred agency.
- TV scripts that in increased city hotel stays as part of a seasonal campaign for Visit Wichita.

Nouvelle Cour (TBWA Corporate Agency) Paris, France • Fall 2014

To complete my professional certificate, I interned at Nouvelle Cour, an agency that exists to funnel communications students from the Paris suburbs into its usually inaccessible professional inner circle. I alongside young ad professionals with roots from all over the French-speaking world on print, digital, and radio campaigns.

- Wrote research and creative briefs for the Mayor of Paris, Casino CSR (worldwide grocery store chain), Fédération Nationale des Maisons des Potes, among others.
- Wrote social media copy and press releases for Goodstock, a 24-hour advertising marathon, in which our agency donated an estimated \$30,000 of services to nonprofit organizations.

Knupp & Watson & Wallman (KW2) Agency Madison, WI • Spring 2014

To prepare for my role as Goodstock ambassador in France, I interned at this full-service agency known for its innovative government services campaigns.

- Researched and wrote briefs for an anti-racism advertising campaign
- Wrote press releases to be shared in Wisconsin and France

EDUCATION: Capstone Certificate in French & Marketing, University of Wisconsin-Madison, Dec 2014

- Focus: Marketing Strategy, Digital Information Systems, Professional Communication
- Mad Ad Club Creative Team

B.A. in French Language & Literature, Minor in Linguistics, University of Kansas, May 2010

COMPUTER & LANGUAGE SKILLS:

- Fluent in French
- Expertise in social media retargeting (Facebook, Google Adwords, Google Analytics)
- Proficiency in MS Office, Google Docs, Wordpress, HTML
- Working knowledge of Adobe Illustrator and Photoshop