

Jennifer Ann Stix Copywriter

JenniferStix.com

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Profile

Writer with NPO, B2C, and B2B experience. Can emulate your existing style or create a new one. Produce long & short form content for diverse media platforms & strategies. My photos tell the stories along with the words.

Digital

Websites

Social media

Email, newsletters

Blogs

Print

Newsletters

Appeal/pitch letters

Press releases

Brochures

Direct mail

Ghost writer - executive level

Proposals & Reports

Catalog copy

Package copy

Product assembly &
instructions

Education

M.A. School of Speech,
Northwestern University,
Evanston, IL

B.A. Communications,
University of Wisconsin,
Madison, WI

Non-Profit

Oak Park - River Forest Community Foundation 2017 — Current
Communications Manager, Success of All Youth (SAY)

Led new SAY website build, redeveloped content from institutional to public facing. Managed strategy & created content for website, social media, newsletters and all collateral. Collaborated with marketing team for branding overhaul. Responsible for communications to stakeholders and general public.

SAY website: www.sayopr.org Foundation website: www.oprfcf.org

Hephzibah Children's Association, Development Dept. 2007 — 2013

Website: Managed & developed content to serve needs of multiple stakeholders.

Monthly e-newsletter: developed, wrote, edited; interviewed and photographed subjects.

Print newsletter: Planned, wrote, photographed, edited and collaborated with contributors, graphic designer & printer to produce quarterly publication sent to 12,000 subscribers.

Grants & reports: Researched, wrote or contributed to 30-plus successful proposals that received new or renewed funding.

Social media: Strategy & content and strategy for Twitter, Facebook, YouTube and LinkedIn.

Other: Donor appeal & acknowledgement letters, brochures, PowerPoint presentations, press releases, gala advertising book.

Corporate, B2C & B2B (In-house & contract) through 2016

Helping Hand Partners

Developed content for HHP's promotion, incentive, corporate gift & retail businesses. Wrote trade articles, web content, sell sheets, brochures & marketing material. Guided marketing managers & graphic designer, and wrote copy for debut catalog. Managed social media calendar, and content.

1eleven (social enterprise start-up)

Initial messaging, strategy and content for social enterprise start-up in Chicago. Launched September 2016.

Chicago Parent Publications: Researched and identified potential advertisers; wrote targeted marketing and pitch letters. *Solicitation letters led to acquisition of Subaru and Portrait Innovations accounts. Increased Regional Account Supervisor's revenue 25%*

Hasbro, Inc.: Hasbro Boys' Toys and Playskool Preschool products. Package, catalog, B2B/B2C copy, product assembly & operation instructions, press releases, promotional brochures, advertising and catalog copy.

Home Depot, Inc., W.W. Granger, Inc., Cotter & Co.: Catalog, collateral and package copy.

Pleasant Company, Mattel, Inc.: Promotional Copy, 2002 holiday windows, American Girl Place.

Sears Catalog: Wrote 200 pages a year for apparel, hard lines, gifts and toys.

Jennifer Stix — Timeline

April 2017— Current

- Oak Park River Forest Community Foundation

2013 — April 2017

- Helping Hand Partners
- One-eleven (social enterprise)
- Misc. projects included:
 - Writing (web content, press releases, email campaigns)
 - Event Marketing
 - Social media consulting
 - Edited manuscript

2007 — 2013

- Hephzibah Children's Association

Through 2007

- Chicago Parent Publications
- Projects:
 - Home Depot, Inc.
 - W.W. Granger, Inc.
 - Cotter & Co
 - Pleasant Company/Mattel, Inc.
- Hasbro, Inc. *Pawtucket, RI*
- Sears Catalog