

JACKIE MANTEY

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PROFESSIONAL PROFILE

Writer and editor with 11+ years of experience creating award-winning, multipurpose content for a range of industries. Part trained-journalist, I can write thoroughly, accurately, and effectively about anything. Part longtime-marketer, I can write with the customer, objectives, and brand top of mind. Also excellent in: content strategy, conceptual product writing and development, SEO, client presentation and education, style guide redevelopment, and agile and iterative workflows.

INDEPENDENT CONTRACTOR

Editor + Writer // Chicago (2017-present)

Select clients:

- Adobe
 - California College of the Arts
 - Columbus College of Art and Design
 - CoverMyMeds (healthcare software company)
 - Aspen Dental (dental support organization)
 - VSA Partners (agency in Chicago)
 - Ologie (agency in Columbus, Ohio)
 - Modern Tribe (fully remote digital agency)
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CALIFORNIA COLLEGE OF THE ARTS

Editor + Writer // Remote to San Francisco from Chicago (2017-present) // CCA.edu

Key day-to-day responsibilities:

- Oversee, develop, and manage copy, from start to finish, across all college programs and departments, with priority on content that reaches broad external audiences and represents the college at large, including marketing, communications, advertising, and standalone or integrated digital and print marketing collateral
 - Maintain college's house style guide and collegewide editorial standards, develop/present multi-stakeholder style tools, and expedite content production while ensuring quality, brand positioning, strategy, and accuracy
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VSA PARTNERS

Senior Writer // Chicago (2016-2017 full time) (2017-2018 freelance) // VSAPartners.com

Select clients:

- Sappi Paper Company
 - Hyatt Hotels and World of Hyatt
 - Thomson Reuters (legal product solutions UK)
 - International Council of Shopping Centers (global trade association)
 - Arity (tech and data company by Allstate)
 - Morningstar (financial services)
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OLOGIE

Senior Writer // Columbus, Ohio (2015-2016 full time) (2017-2018 freelance) // Ologie.com

Select clients:

- Haverford College; St. Lawrence University; Manhattan College; Simpson College; Lehman College, CUNY
- Nationwide Insurance; Shane Co. Jewelry; Central Ohio Transit Authority

EXPRESS

Copywriter + Social Media Writer // Columbus, Ohio (2014-2015) // Express.com

THE COLUMBUS DISPATCH NEWSPAPER

Freelance Arts + Features Reporter // Columbus, Ohio (2013-2015) // ColumbusDispatch.com

COLUMBUS ALIVE NEWSPAPER

Arts + Features Reporter // Columbus, Ohio (2010-2013) // ColumbusAlive.com

COLUMBUS MONTHLY MAGAZINE

Assistant Editor // Columbus, Ohio (2008-2010) // ColumbusMonthly.com

Professional Awards

- **Award of Excellence: Print Long Form**, CSCA Creative Best Awards, writer, special edition magazine, CCAD (2019)
 - **Silver Addy Award**, American Advertising Federation Columbus, senior copywriter, strategy and identity rebrand, CCA/Ologie (2018)
 - **Judge's Choice Addy Award**, American Advertising Federation Columbus, senior copywriter and copy director, integrated branded content campaign, CCAD/Ologie (2017)
 - **Best Freelance Writer in Ohio**, Press Club of Cleveland Excellence in Journalism Awards, portfolio of work (2014)
 - **First Place Arts Reporting**, Ohio Society of Professional Journalists (2014)
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Education

- Kent State University, BA in Magazine Journalism, cum laude with Honors distinction (2008)
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Certifications + Related Skills

- Proficient in AP Style, G-Suite, Wordpress, Asana, Teamwork Projects
 - Google Analytics Individual certified and Hootsuite Social Marketing certified
 - Basic knowledge of HTML code and CSS syntax
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References

“Jackie is an incredibly skilled copywriter. She wrote the brand guidelines for our college and did such an excellent job that when she went freelance we immediately hired her as one of our go-to freelance writers. She has also helped copyedit, fact check, proofread and develop content strategy for a variety of mediums including our alumni magazine and .edu. **She is highly organized, smart, creative, and wonderful to work with. I can't recommend her enough. Her writing sparkles and she's very fast—not something you always find in one person.**”

Becky Ruden, Senior Manager Content Marketing Strategy, Adobe

“Jackie is one of the best copywriters/copyeditors I've ever had the pleasure working with. **She has a keen knack for distilling complex narratives into simplified, strong, powerful copy. She has an incredible eye for detail and is a master proofreader.** She is a joy to work with as she tackles each project with everything she has and always provides an exceptional finished product. **Her clients and peers love working with her and are often relieved to hear when a project is assigned to her because we all know it will be done quickly and at the highest quality.** I'd recommend her one thousand times over for anyone seeking top-notch freelance support for copywriting or editing.”

Rachel Reuben, Marketing Leadership Consultant, Interim VP Marketing + Communications, CCA