

# JACKIE MANTEY

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## STUDIONORTH

Senior Content Strategist + Writer // Chicago (2021-Present) // StudioNorth.com

- Interact with clients to assess communication needs, and research to gather information on their products, brand, marketplace, audience, and competitors
  - Understand and analyze the IT buyer markets and personas, including key trends and positioning
  - Collaborate with account team members, designers, art directors, and technology specialists to develop creative concepts and messaging
  - Develop and edit global storylines for market-leading OEMs ensuring consistent tone and style
  - Ensure content and graphics work together and deliver comprehensive and cohesive market presentation
  - Keep up to date with emerging trends, technology, computer literacy education, and best practices
  - Prioritize commitments while simultaneously working on numerous projects
  - Proactively ensure quality and timeliness while staying within budget
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## CALIFORNIA COLLEGE OF THE ARTS

Lead Writer + Editor // Remote to San Francisco from Chicago (2017-2021 Part-Time to Full-Time) // CCA.edu

- Research, report, and produce a variety of stories, including long-form and short-form editorial, scripts, and newsletter and social media copy. Identify compelling story ideas and craft them into stories in a variety of formats to engage target audiences, especially prospective students.
  - Write marketing and informational copy for collegewide departmental clients and CCA.edu. Print projects include copywriting for posters, postcards, brochures, flyers, invitations, direct mail, and signage. Digital projects include copywriting for the public-facing website, email campaigns, digital advertising campaigns, inbound marketing blogs, and landing pages.
  - Copyedit and proofread marketing and communications projects, compile content and assets, direct team of freelancers, and project manage editorial projects.
  - 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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## FREELANCE CONTENT WRITER + EDITOR

Chicago (2017-2020)

Select clients:

- Adobe
  - 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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## 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:

- EDU: Haverford College; St. Lawrence University; Manhattan College; Simpson College; Lehman College, CUNY
  - Corporate + Government: Nationwide Insurance; Shane Co. Jewelry; Central Ohio Transit Authority
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## EXPRESS

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

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## THE COLUMBUS DISPATCH NEWSPAPER

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

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## COLUMBUS ALIVE NEWSPAPER

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

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## COLUMBUS MONTHLY MAGAZINE

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

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## 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

- Expert in AP Style, G-Suite, Wordpress, Woocommerce, Asana, Teamwork Projects, G-Suite, Mailchimp
  - Google Analytics Individual certified and Hootsuite Social Marketing certified
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## TESTIMONIALS

“Jackie is an incredibly skilled copywriter. 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*