

Jackie Mantey



Contact

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Specialties

- Long-form features
- Thought leadership
- Campaign
- Digital and print
- Website and UX
- Pitch decks
- Social media
- Video and radio scripts
- Branding and messaging
- Brand guide development
- Style guide development
- Creative conceptualing and collaboration
- Content operations
- Editing, copyediting and proofreading
- Internal training
- Sales enablement
- DTC, B2B, B2C

About

Talented **senior writer and content strategist** with a proven track record of elevating messages and brands through compelling storytelling. Over a decade of experience spanning journalism, copywriting, and content leadership roles. Adept at translating complex concepts into engaging narratives. Demonstrates a unique ability to merge creativity, strategy and research, and storytelling in diverse forms. Seeking a dynamic content, creative, and writing leadership position within a realm that champions the profound potential of technology to transform lives for good.

History of Employment

June 2021 - Present

Senior Writer & Content Strategist
StudioNorth
Chicago, Illinois

Spearheading content strategy, content writing, and creative copywriting for industry-leading high tech customers.

- Lead, direct, and train content creative team for the agency's top account.
- Create compelling and educational content strategies for audiences that buy leading-edge IT technology solutions.
- Develop, write, and edit global story lines and digital SME leadership articles for market-leading OEMs, ensuring consistent tone and style.
- Write short- and long-form content to support strategic vision and messages, in the language of buyers in multiple targeted verticals and aligned to a defined strategy.
- Conduct research, analysis, data-driven strategy, and client positioning on technology products, brand, marketplace, audience, competitors, and challenges/opportunities.
- Collaborate with account team members, designers, art directors, and technology/media specialists to develop creative concepts and messaging.
- Keep up to date on emerging trends in technology, and ensure quality and timeliness while staying within budget.

Industries

- High tech
- SaaS
- Enterprise
- K-12 & higher education
- Healthcare
- Fed & SLG government
- Hospitality (hotel, restaurant)
- Insurance
- Retail
- Nonprofit
- Media

Writing & Creative Toolset

- Google Workspace
- Microsoft 365
- Adobe Creative Suite
- Figma & FigJam
- Kollaborate
- WordPress
- Wagtail
- MailChimp

Recent Projects of Note

- Lenovo Late Night I.T. season two content strategy and writing
- CDW Rubi enhanced customer portal
- California College of the Arts rebranding, content dev, and campaigns

Awards

- Great Midwest Writing Contest, Creative Nonfiction Finalist (2020)
- Award of Excellence: Print Long Form, CSCA Creative Best Awards, writer, special edition magazine (2019)
- Silver Addy Award, American Advertising Federation Columbus, senior copywriter, strategy and identity rebrand (2018)
- Judge's Choice Addy Award, American Advertising Federation Columbus, senior copywriter and copy director, integrated branded content campaign (2017)
- Best Freelance Writer in Ohio, Press Club of Cleveland Excellence in Journalism Awards, portfolio of work (2014)
- Society of Professional Journalists (SPJ) award winner (2013-2015)
- First Place Arts Reporting, Ohio Society of Professional Journalists (2014)

Education

BA Magazine Journalism
2004 - 2008, Honors College Distinction
Kent State University
Kent, Ohio

2018 - 2021

Lead Writer & Editor
California College of the Arts
San Francisco, California (FTE & Contract; Remote)
Managed content operations and led content creation, ensuring audience engagement and effective communication.

2016 - 2018

Senior Writer
VSA Partners
Chicago, Illinois (FTE & Contract; On Site)
Crafted brand stories and digital experiences that resonated with B2C and B2B audiences for hospitality, enterprise, and technology companies.

2015 - 2016

Senior Writer
Ologie
Columbus, Ohio
Crafted brand stories and content that resonated with consumer and internal audiences for higher education, small business, nonprofit, and insurance companies.

2014 - 2015

Copywriter
Express
Columbus, Ohio
Wrote innovative and persuasive creative copy for consumers across platforms, contributing to the success of an international fashion brand.

2010 - 2013

Features Reporter
Columbus Alive Newspaper
Columbus, Ohio (FTE & Contract)
Wrote compelling feature stories, reviews, blogs, and news reports for the Columbus Dispatch's weekly arts and entertainment newspaper and related magazines.

2008 - 2010

Assistant Editor
Columbus Monthly Magazine
Columbus, Ohio
Provided proofreading, feature writing, and content management for CM Media's monthly magazine and ancillary products, including home and garden, bridal, travel, realty, and business publications.

2007

Reporter (Intern)
U.S. News & World Report
Washington D.C.
Selected for the American Society of Magazine Editors's prestigious magazine internship program. Wrote articles and blogs for the national magazine's education desk.