



Jackie Mantey

Associate Creative Director



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Summary

Talented **associate creative director of copy** 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.

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 conceiving and collaboration
- Content operations
- Editing, copyediting and proofreading
- Internal training
- Sales enablement
- DTC, B2B, B2C

Experience

April 2024 - Present

— StudioNorth (Chicago)

● ***Associate Creative Director, Copy***

Mentor and manage a team of writers to deliver consistently innovative and high-quality content experiences across multiple channels, ensuring creative excellence, messaging integrity, and strategic impact while staying at the forefront of the technology industry's evolution and best practices.

- Lead content direction, provide overall creative feedback, and ensure project goals, creativity, and quality control are achieved across all deliverables.
- Demonstrate excellent creative and conceptual skills, including a highly developed overall copy/concept/design aptitude.
- Manage and mentor a team of copywriters, fostering their professional growth and ensuring high-quality deliverables.
- Drive consistent and elevated brand experiences across various channels and deliverables for our client's multi-channel campaigns.
- Build relationships with key clients, craft compelling B2B storytelling, and breathe life into messaging and creative concepts.
- Stay updated on industry trends and best practices in the field, recommending innovative approaches to clients and internal teams.
- Create and develop brand naming, voice, tone, and messaging platforms.
- Become the 'guardian' of client style across tactics
- Contribute to raising the overall creative standards for the studio.
- Recommend copy and messaging best practices, as well as process and workflow recommendations to maintain a best-in-class, high-performance team.
- Collaborate with cross-functional teams, including designers, strategists, dev, and digital activation to develop effective creative solution.

Industries

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

Recent Projects

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

Awards

- Award winner, Addy Awards, **American Advertising Federation Chicago**, Project digital lead writer and content strategist, Lenovo Late Night I.T. Season 2
- Nominee (Advertising, Media, PR: B2B), **The Webby Awards**, Project digital lead writer and content strategist, Lenovo Late Night I.T. Season 2
- Award winner (Non-broadcast: Craft), **The Tellys**, Project lead writer and content strategist, CDW: DCaaS
- Award winner (Branded content: General), **The Tellys**, Project lead writer and content strategist, CDW: Rubi
- **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

Experience

June 2021 - April 2024

StudioNorth (Chicago)

Senior Content Strategist & Writer

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 accounts.
- 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.

2018 - 2021

California College of the Arts

Lead Writer & Editor

San Francisco, California (FTE & Contract; Remote)
Managed content operations and led content creation, ensuring audience engagement and effective communication.

2016 - 2018

VSA Partners

Senior Writer

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

Ologie

Senior Writer

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

Express

Copywriter

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

2010 - 2013

Columbus Alive Newspaper

Features Reporter

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

Columbus Monthly Magazine

Assistant Editor

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

U.S. News & World Report

Reporter (Intern)

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.