



Contact

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Specialties

- Long-form Features
- Thought Leadership
- Creative Campaigns
- Digital & Print
- UX & Web
- Social Media
- Brand Voice & Messaging
- Video & Radio Scripts
- Style Guides
- Creative Concepting
- Editing & Proofreading
- DTC, B2B, B2C
- Sales Enablement

Awards

- American Advertising Awards (Addy)
- MUSE Awards
- Society of Professional Journalists Awards (SPJ)
- Excellence in Journalism Awards Press Club of Cleveland

Education

B.A. Magazine Journalism

Kent State University — 2004–2008
Honors College Distinction

Jackie Mantey

Writer, editor, and ACD of Copy with a proven track record of elevating messages and brands through compelling storytelling. More than a decade of experience spanning journalism, copywriting, and content leadership roles. Adept at translating complex concepts into engaging narratives and merging creativity, strategy, research, and storytelling across formats. Passionate about developing resonant messaging and leading high-performing creative teams.

Work Experience

The Toubes Agency (New York)

Associate Creative Director, Copy — May 2025–Present

- Lead the development of messaging across client portfolios.
- Provide editorial direction on campaign concepts and ensure strong creative copy.
- Partner closely with design and strategy teams to develop and realize big creative ideas.
- Mentor and support a growing bench of talented writers.

StudioNorth (Chicago)

Associate Creative Director, Copy — April 2024–May 2025

- Mentored and managed a team of writers delivering innovative content across channels.
- Led creative direction and messaging for B2B clients in the tech industry.
- Developed brand voice, naming platforms, and messaging guidelines.
- Partnered with design, strategy, and activation teams to bring creative to life.
- Select client: CDW

Senior Content Strategist & Writer — June 2021–April 2024

- Led content strategy and copywriting for high-tech clients.
- Created multi-channel content that aligned with clients' brand voice.
- Mentored writers and collaborated across design, strategy, and media.
- Select clients: CDW, Lenovo, Logitech

California College of the Arts (San Francisco)

Lead Writer & Editor — 2018–2021

- Managed creative content operations and oversaw editorial direction.
- Developed messaging strategies for campaigns and digital experiences.
- Wrote marketing and communications materials for college-wide platforms.

Additional Editorial & Writing Roles

Various Companies — 2008–2018

- **Senior Writer, VSA Partners** // Select clients: World of Hyatt, Thompson Reuters, Sappi
- **Senior Writer, Ologie** // Select clients: St. Lawrence College, Nationwide
- **Copywriter**, Express
- **Features Reporter**, Columbus Alive Newspaper
- **Assistant Editor**, Columbus Monthly Magazine
- **ASME Reporting Intern**, U.S. News & World Report Magazine