

Jessica Holmes
copywriting

Resume

Jessica Holmes

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Objective

writing + PR + SEO + editing

Qualifications

Writing

After working in two of the top ad agencies in Boise as a copywriter, I combine experience and strategy with uncanny creative skills. Jessica Holmes Copywriting delivers expert word service to dozens of independent companies and advertising agencies in Idaho and beyond. I craft effective, captivating and pitch-perfect marketing copy for ad campaigns, websites, brochures, direct mail, newsletters and other print or online brand outlets.

PR

To make breakthroughs in the media and beyond, a PR agent should combine three essentials: a strong hand at clear writing, a storytelling frame of mind, and a creative bent to hook an audience from word one. Jessica Holmes Copywriting specializes in relevant, compelling public and media communications and campaigns.

As an ad agency PR Director and copywriter, I created and wrote PR plans, press releases, media kits, articles, blogs, full-length newsletters and email campaigns. During my tenure at Stoltz Marketing Group, a vacation home client appeared as a pick in *Sunset* magazine, another real estate client was quoted in a piece in the *New York Times*, and several articles ran in local and trade press due to a well-tuned press release or feature story submission.

Now the head of Jessica Holmes Copywriting, I brings my wide-ranging skills and innovative tactics to clients that include Chicago Connection, ProTeam, Idaho Housing and Finance Association, Alley Repertory Theater, and area ad agencies.

SEO

Trained in Search Engine Optimization, I research and select targeted keywords for a business, incorporate them into a website's meta title, description and tags, then seamlessly intermix and link key SEO phrases throughout your body copy.

Editing

In college, I worked in the Writing Center to help students edit and shape essays. Good writing typically stems from organization and tone. I help companies and ad agencies refine and perfect existing copy.

Work History

Jessica Holmes Copywriting

Boise, ID : idahojessica.com

[OCT 08 to NOW] I offer freelance and contract writing, PR, editing and SEO services for advertising agencies and companies in Idaho and beyond. I often provide marketing strategy and recommendations to clients as well.

CLIENTS

Companies: Alley Repertory Theater + Blueprint Education + Carpet One + Chicago Connection + Epoxy Systems + HyperTrim + Idaho Rivers United + Swap Co-Op + The Woman's Clinic **Design**

Firms: Balihoo Creative + Carew & Co + Don Gura Graphic Design + Evelyn Atchley Graphic Design + Inter carve Networks + Mitchell & Palmer + Neighborhood All Stars + Oliver Russell + Rizen Creative + SOVRN Creative + Stoltz Marketing Group + Zac Halbert Graphic Design

Oliver Russell & Associates

Boise, ID : oliverrussell.com

[AUG 07 to SEPT 08] Named one of the top 100 business-to-business agencies in the nation, Oliver Russell focuses on direct engagement marketing. As a copywriter, I conceptualized, pitched, wrote and executed direct mail campaigns with web and email components. I was named Employee of the Month soon after I made a sock-puppet musical to explain SEO to coworkers.

CLIENTS

HP + D&B Supply + Special Olympics World Winter Games + City of Boise + Anne Frank Human Rights Memorial

Stoltz Marketing Group

Boise, ID : stoltzgroup.com

[MARCH 05 to JULY 07] In just over two years, I moved from the role of intern to Copywriter and SEO Specialist to Public Relations Director. I learn fast, and can do anything writing-related and do it well. At SMG, I penned websites, e-mail campaigns, newsletters, brochures, print ads, packaging copy, sales sheets, on-hold messages, press releases and full-lengths articles.

CLIENTS

Simplex + ProTeam + Idaho-Eastern Oregon Onion Commission + Hearthstone McCall + Trinity Springs + Bown Crossing + Hidden Springs + Blackhawk on the River + Three Rivers Winery + Ochoa Foods + Pioneer Title Co.

Education

College of Idaho, 2004, English Literature
Cum laude (3.6/4.0) with Departmental Honors

Designations

Marketing Director:

Alley Repertory Theater

alleyrep.org

Board Member:

Alley Repertory Theater

alleyrep.org

Idaho Rivers United

idahorivers.org