

Jessie Lea Pingle | Writer & folksy gal


Fun words sell stuff™


Work Work Work


Senior Copywriter

October 2022 — present

Bath & Body Works, Columbus, Ohio (remote)

 Add my delightfully creative brain/voice to a team of uber-talented copywriters and designers on the digital team: website, email, Rewards program/app, paid social, display ads, SMS/MMS, special projects and more.


 Transition my fashion-writing skills to body care and home décor with ease, learning the brand voice and giving it an ✨extra✨ sprinkle of fun.


 Support my Copy Manager and Creative Director by consistently kicking copy a\$\$.


Senior Copywriter

September 2020 — October 2022

maurices, Duluth, Minnesota (remote)

 Infused our marketing emails, website and digital ads with fun, fashion and just-right brand voice.


 Made life a little easier for the Director of Brand Voice by assisting her with concepting projects, store signage, direct mail, credit card marketing and whatever else she threw at me.


 Mentored/terrorized our junior copywriter while helping her write fresh, original copy for organic social, paid digital ads and emails.

Senior Copywriter

March 2019 — July 2020

Lane Bryant, Columbus, Ohio


 Wrote all the things: website, digital ads, social media, emails, direct mail and store signage + concepted new product names and positioning, in addition to naming design technology.

 Was a collaborating maniac and worked well with strategy, designers, merchants, job leads, art directors and creative directors.

Copywriter

May 2016 — Feb. 2019

Lane Bryant, Columbus, Ohio

 Became besties with designers and digital team while we strategized and concepted launches with print, email, digital ads, website copy and social media.

Copywriter

Victoria's Secret Stores, Columbus, Ohio

May 2011 – April 2016

✍️ Supported the Copy Director with my dynamic personality and bra launch and seasonal campaign concepting: windows, signage, collateral and emails + researched, named and positioned products, including key bra launches.

🦋 ***I'm Smart and Here's Proof!***

Ohio University

Media Studies/Communications major, Creative Writing concentration

Graduated June 2001