

Jackie Gutierrez-Jones

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Profile

Wordsmith, editor, croqueta connoisseur, and English bulldog aficionado looking to create some copy magic in this wild, wild, world. Interested in writing samples? I can dig it. Pop on over to www.jaxwrites.com and make yourself at home.

Work experience

Senior Content Manager Trainual

📅 01/2022 – present

- Oversee and manage a content team including development, training, and goal setting.
- Oversee the production of all content on The Manual, a digital magazine for small and medium-sized business owners/leaders. Ramped content production from twice weekly to daily in less than two months.
- Establish editorial content calendar and themes for over six months.
- Own the weekly email newsletter processes and production. Established (and currently produce) a weekly LinkedIn newsletter.
- Ensure uniformity of the Trainual voice across all platforms.
- Manage and produce SEO-focused content.
- Manage relationships with freelancers and other resources.

Editor Tasting Table (Static Media)

📅 06/2022 – present

- Edit and publish articles on food and drink, focusing on accuracy, clarity, and SEO.
- Send feedback to writers as needed and mentor incoming writers.
- Coordinate content and coverage with the content strategy team.
- Ensure style guide, editorial strategy, and publishing standards are being upheld to secure the quality of the brand's content.

Director and Senior Writer, Editor and Copywriting Consultant Jax Writes

📅 01/2011 – present

- Manage a successful copywriting firm that specializes in writing, editing, copyediting, and proofreading services for major lifestyle brands and publications.
- Write and edit numerous ads, editorial features, advertorials/sponsored content, blogs, video scripts, websites, and customer relationship management products (including newsletters, sales ads, coupons, and promotions) for both digital and print publications/brands that include strict adherence to brand standards and voice.
- Notable publications and roles:
 - **Whole Foods Market** (Global), Newsletter Editor/CRM Copywriter
 - **AIC Hotel Group (Hard Rock Hotels, Nobu, Eden Roc, UNICO 2087)**, Copywriter
 - **Lonely Planet**, Miami Local and Contributor
 - **Story Terrace**, Editor and Copywriter
 - **Flaviar**, Copywriter
 - **Vivala**, Senior Editor
 - Contributor to Lonely Planet, Time Out, Observer, Eater, The Infatuation, Dell Perspectives, The Essentialist, Google Neighborhoods, Google Trips, Miami.com, Liquor.com, Nashville Lifestyles, Care.com, Neighborhoods.com, Tennessee Travel Guide, LivingSocial, and Planet Earth.

Project Manager Aptive Resources

📅 05/2021 – 09/2021

Work experience

- Led communications professionals in providing strategic marketing support for the Department of Veterans Affairs (VA) Office of Nursing Services recruitment.
- Worked cross-functionally with internal client teams to develop and support strategic communications planning and stakeholder engagement.
- Conducted research and analysis; developed and executed communications, media, and outreach plans; and reported on outcomes using data-driven analysis.
- Ensured consistency of messages across groups and teams and made certain that key messages are received by target audiences.
- Collected and analyzed key metrics to determine the success of tactics and potential opportunities for improvement.

Lead Communications Writer and Editor

Aptive Resources

📅 03/2019 – 09/2021

- Developed communications plans, strategies, and messaging for a \$30 million Veterans Health Administration recruitment marketing contract aimed at elevating VA as an employer of choice.
- Managed a team of writers to produce email newsletters, brochures, flyers, ads, blogs, scripts, and proposals.
- Managed twice-weekly blog publishing calendar and coordinated social promotion of features.
- Wrote script copy for weekly LinkedIn Live broadcast with VHA staff as well public service announcements.
- Edited internal and external communication copy from the writing team.
- Identified content for paid media promotion and outreach efforts.
- Collected and analyzed key performance indicators (KPIs) and metrics for blog posts, social media messaging, paid media advertisement, broadcasts/videos, email campaigns, and website before developing new content and recommendations.

Senior Editor

Livability Media

📅 08/2018 – 03/2019

- Oversaw content, editorial calendar and production schedule for 10 annual publications focused on promoting cities, regions and states, which included collaborating with clients to develop a content strategy for both print and digital products, sourcing writers and assigning stories, editing copy, working with photographers to create shoot lists and partnering with graphic design to create final product.
- Audited and maintained content on each program's Livability.com digital city page.
- Monitored digital analytics.

Copywriter

Phillip & Patricia Frost Museum of Science

📅 12/2016 – 08/2018

- Wrote marketing copy for exhibitions, advertisements, email newsletters, social media, websites, promotions, and brochures.
- Maintained editorial calendar for museum blog and drafted/outsourced features as necessary.
- Wrote copy for internal employee newsletter.
- Crafted speeches for museum leadership.
- Drafted scripts for videos and exhibition voiceovers.

Managing Miami Editor

UrbanDaddy

📅 01/2012 – 12/2016

- Managed the production of daily lifestyle-focused e-mail newsletters including sourcing subjects, coordinating photography, writing copy, editing, and overseeing a team of interns.
- Wrote national advertorials/sponsored content for major brands, including Red Bull, Samsung, Calvin Klein, Grey Goose, and Pulsar.
- Tracked article analytics and performance.

Education

Master of Science, Mass Communications
Florida International University

Bachelor of Business Administration, Marketing and Finance
Florida International University

Bachelor of Fine Arts, Graphic Design
Miami International University of Art & Design

Awards

Public Relations Society of America (PRSA)
Bronze Anvil Award

📅 04/2021

<https://www.prsa.org/conferences-and-awards/awards/bronze-anvil-awards>

The PRSA Anvil awards program recognizes and honors the very best public relations tactics executed each year. This year's competition drew a total of 358 entries. Of those, only 33 organizations were selected by the Bronze Anvil Judges as Bronze Anvil winners. This demonstrates the high standards applied by the judges in their evaluation process.

VA Careers won a Public Relations Society of America (PRSA) Bronze Anvil Award in the LinkedIn Engagement category for "Talk About It Tuesday": Launching VA's First-Ever LinkedIn Live Broadcasts to Advertise Healthcare Jobs.

Gold: Annual Report
2021 Hermes Creative International Awards

📅 04/2021

<https://www.aptiveresources.com/news/active-wins-top-honors-2021-hermes-creative-international-awards>

Hermes Creative Awards recognize outstanding work in the industry across 200 categories grouped under advertising, publications, marketing, branding, integrated marketing, public relations/communications, electronic media and pro bono.

There were over 6,000 entries from throughout the United States, Canada and dozens of other countries in the Hermes Creative Awards 2021 competition. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals.

Gold award for Veterans Health Administration, Workforce Management and Consulting, Annual Performance Report 2020 (annual report)

2020 Disruptive Tech Program Award: VA Careers
G2Xchange and FedHealthIT Emerging Technologies

📅 2020

<https://www.aptiveresources.com/news/active-marketing-program-veterans-health-administration-named-2020-g2xchange-disruptive-tech>

The annual Disruptive Tech Program awards recognize leading Federal IT leaders and emerging technology solutions that support Federal modernization initiatives. VA Careers' disruptive aspect, and the reason for its success, is a digital approach to recruitment marketing. The team creates customized campaigns to target specific audiences.

Best Digital Marketing Campaign: VA Careers
eHealthcare Leadership Award

📅 2020

<https://ehealthcareawards.com/2020-winners/best-digital-marketing-campaign/>

The eHealthcare Leadership Award exclusively recognizes the very best websites and digital communications of healthcare organizations (both large and small), online health

companies, pharmaceutical/medical equipment firms, agencies/suppliers, and business improvement initiatives. These awards highlight the role of digital communications in achieving healthcare organizations' business objectives.

Best Email Newsletter: UrbanDaddy Webby Award

📅 2013

<https://winners.webbyawards.com/2013/websites/general-websites/email-newsletters/146423/urbandaddy>

The Webbys is presented by the International Academy of Digital Arts and Sciences (IADAS) — a 2,000+ member judging body. Reflecting the tremendous growth of the Internet, The Webbys honors excellence in seven major media types.