

Jennifer Blue

MARKETING COPYWRITER — (206) 795-5453 — bluesoup@msn.com

Experienced marketing copywriter for web, video, print, and interactive media

Jennifer speaks the language of business and technology in a clear, compelling and inviting way. Her creative concepts, marketing copy, and narratives drive results for Microsoft, Amazon, Expedia, BECU, Weyerhaeuser, Regence, and Tableau. (writing samples available upon request)

Bluesoup Creative — *freelance marketing copywriter — 1995 to present*

- o Translate complex tech and business topics into high-quality content for targeted audiences
- o Concept and write creative copy/content/collateral (B2B, B2C, long/short-form, social, internal)
- o Develop brand voice, tone, personality/identity, and product marketing messaging frameworks
- o Write video scripts for executive presentations, product rollouts, case studies, animated explainers
- o Experienced in ghostwriting blogs for executives for both internal and external storytelling
- o Detail-oriented, exacting copy editor skills and experience with content management systems
- o Experienced UX writer for clear in-product guidance and intuitive online user experiences

ZAAZ — *copywriter — 2005 to 2008*

- o Creative development of interactive brand, retail, educational and marketing media
- o Collaborated with talented team of cutting-edge interactive designers and strategists
- o Copywriting for online and interactive media for marketing, tradeshow and events

Garrigan Lyman — *copywriter, scriptwriter — 2003 to 2005*

- o Wrote and produced 90+ interactive media projects and case studies for Microsoft
- o Copywriter on websites and videos for brand, retail, and e-learning projects
- o Mentored writing teams and implemented production processes to maximize efficiency

Merwin Creative — *copywriter — 2002 to 2003*

- o Wrote copy and scripts for websites, newsletters, intranets and direct e-mail campaigns
- o Developed creative concepts, proposals and storyboards for marketing presentations
- o Spec'ed projects, schedules and deliverables for multiple creative teams

Modern Digital Interactive — *copywriter, studio manager — 2000 to 2001*

- o Wrote product demos, training applications, websites and marketing presentations
- o Created all proposals, creative treatments, line-item budgets and production schedules
- o Directed creative development of online and interactive video and multimedia projects
- o Supervised all freelance personnel and on-staff team of developers and designers
- o Extensive client contact to determine goals, messages, audience and media choices

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Drugstore.com — *copywriter, producer — 1999 to 2000*

- Managed production of 40+ mini stores within drugstore.com for major brands
- Wrote and edited all copy and teaser collateral for all brand store content
- Pitched and developed creative approach for websites and featured stories
- Supervised team of graphic designers and programmers for each brand store
- Worked with merchandise department and brand reps to ensure brand consistency

Microsoft — *copywriter, scriptwriter, producer — 1995 to 1997*

- Recruited by Microsoft Press, MS Interactive TV, MS Studios, and Transpoint.com
- Wrote treatments, scripts and copy for web, video and multimedia titles
- Advised and proposed creative use of video in interactive training projects
- Directed post-production of 100+ videos for inclusion in various CD-ROM titles
- Supervised animators and graphic designers, and directed voice-over talent
- Designed and supervised development of budget program adopted by MSN

Tri-Film — *copywriter, scriptwriter, producer — 1993 to 1995*

- Scripted case studies, product demos, training programs and image campaigns
- Wrote copy, headlines and text for CD-ROMs, websites and promotional media
- Developed themes and concepts for live events, taglines, media support and set design
- Created all proposals, creative treatments, line-item budgets and production schedules
- Implemented extensive project management procedures and protocols for all teams
- Managed diverse project teams, budgets and timelines for local and remote productions

EDUCATION :

Creative Writing: BA in English—writing for stage, page, screen — University of Washington

Media Production: Certificates in Film & Video Production + Multimedia Production — UW Extension

Humanities: Philosophy, history, literature, arts, religion, science — Seattle University

Advertising: Copywriting, art direction, graphic design — School of Visual Concepts

For client testimonials, please visit: <https://bluesoupcreative.com/>