

JESS M. PHELAN

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EXPERIENCE

Weber Shandwick **Senior Copywriter**

Oct 2018 — Present

Write, collaborate, present, manage and make attention-grabbing work that gets results. In this position, I also once ripped my pants off in front of a room full of industry veterans (but that's a story best saved for a second-round interview).

Clients: USPS, Pepco Energy, Under Armour

Weber Shandwick **Copywriter**

Jan 2017 – Oct 2018

From social to TV to print to banners to pre-roll to radio to experiential to OOH — I got to write (and re-write) it all.

Weber Shandwick **Digital Manager**

Nov 2014 – Dec 2016

Learned all about analytics, A/B testing, pivot tables, budgets and client management. Also, got my creative breakthrough thanks to a senior writer who threw me her scraps.

APCO **Digital Associate**

April 2013 – Oct 2014

Helped Fortune 500 companies engage with stakeholders online and managed a community of developers.

Advisory Board Company **Marketing Associate**

Jul 2012 – Mar 2013

Discovered that I did NOT want to spend my time cold calling people all day, but I did get very good at handling stressful situations and tight deadlines.

EDUCATION

Elon University
Strategic Communications Major
Professional Writing Minor

HARDWARE

Some nods from the Webby's, Sabres and a second place in the 2019 U.S. Cannes Young Lion competition
