

JESS M. PHELAN

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EXPERIENCE

Weber Shandwick || Senior Copywriter

Dec 2016 — Present

- + Concept and execute integrated advertising campaigns around key initiatives for Pepco Energy, including TV, print, banners, pre-roll, radio, direct mail, email, earned media activations and social content. Results included 70%+ household participation for an energy-saving campaign.
- + Lead a team of five in creating regular organic and paid social content for USPS, including b2c and b2b marketing campaigns. USPS was, for the first time, rated as the #1 most trusted tech brand and #6 most beloved brand in America in 2019.
- + Create and edit compelling, channel and audience-appropriate copy across platforms ranging from Twitter to TV.
- + Collaborate with colleagues to develop and execute channel strategies, editorial calendars, analytics reports, brainstorming, branding guidelines and client presentations.
- + Directly manage a jr. copywriter. Responsible for helping them succeed in developing and achieving their goals, expanding their skill-set and championing their work among leadership.

Weber Shandwick || Digital Manager

Nov 2014 – Nov 2016

- + Conducted data-driven social channel audits to provide analysis of current content and strategy, as well as developing recommendations on how to improve engagement and meet KPIs.
- + Provided paid recommendations to clients, helped conduct A/B testing and developed custom audience targeting.

APCO || Digital Associate

April 2013 – Oct 2014

- + Served as community manager for key audiences and stakeholders on social and digital platforms.
- + Populated and sent weekly newsletters and managed a website refresh, as well as ongoing site management.
- + Managed timelines, budget and staffing for a \$500k brand and voice refresh.

EDUCATION

Elon University

Strategic Communications Major || Professional Writing Minor

RECOGNITION

2020 - PR Week || Best in Corporate Branding

2019 - Webby People's Choice Award || Copywriting

2019 - Cannes Young Lion Competition || Runner-up

2019 - Sabre North America || Gold

2018 - Clio || Bronze
