

# JEWELL DONALDSON

FANCY ASS COPYWRITER

## CREATING

**NOV'21 - CURRENT // CASHMERE AGENCY**

**Sr. Copy/ACD**

As the lead writer on Disney Parks' "We Came To Play" campaign, my team and I have brought the magic to families who want to bring themselves fully and unapologetically to the happiest places on earth and at sea. In addition to crystallizing the voice of this 360° campaign, I have pitched and won several entertainment social accounts (FX, Showtime, STARZ) for the agency, keeping dope alive on the feeds.

**JAN'18 - ONGOING // MARKETING MERCENARY**

**Sr. Copy/ACD**

Naturally, the advertising professional who dubs herself "Fancy Ass Copywriter" loves to bring heart, smart, and bling to a brand. As a collaborative Freelancer, I have worked with diverse agencies such as TEN35, GREY Midwest, Burrell Communications, Flowers Agency, and EnergyBBDO and directly with clients like NIKE and PepsiCo on short-burst and long-haul projects.

**AUG'20 - NOV'21 // THE MARTIN AGENCY**

**Sr. Copy**

I fought invisibility at Martin Agency working in tandem with senior creative teams, establishing facets for AOR brands such as the ever-playfully OREO with seasonal and evergreen campaigns. But when playing was finished, much business was done fashioning the tone of confidence, insight, and empathy for UPS' commitment to small businesses and entrepreneurs.

**APR'19 - JUL'20 // RAPP AGENCY/TEAM DDB**

**Sr. Copy**

In the herculean effort to make the U.S. Army the most compelling career choice, I spread my gilded skillset across the breadth and depth of the global campaign to polish the Army's image, yet my focus was on the 1:1 component of CRM. Bolstering the entire campaign with the targeted communication of EM, DM & SMS, my team endeavored (and succeeded) to bring prospects face-to-face with recruiters.

**MAY'15 - JAN'18 // LEO BURNETT AGENCY**

**Copy**

Came into the game ideating concepts and crafting copy for many of the brands under Leo Burnett's helm such as KraftHeinz, Pfizer, Jim Beam, and UnitedHealthcare. But the glittering share of talents was poured into Allstate Insurance, creating tentpole activations and leading evergreen campaigns as well as formulating award-winning work for the AIDS Foundation of Chicago.

*Hit Me*

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## LEARNING

**2015 - Columbia College Chicago**  
Bachelor of Arts // Advertising

## SERVING

**United States Air Force // Honorable Discharge**  
**Sigma Gamma Rho Sorority, Inc. // Active**

## KNOWING

Broadcast, Streaming, Social, Radio,  
Web, Presentation, Client Relations

## HUSTLING

**TOXIC MODESTY Apparel**  
[toxicmodesty.com](http://toxicmodesty.com)