jacquelinesukeena
copy / concept / design / creative direction

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Profile

I'm an energetic Creative Director, award-winning Copywriter, and **easy-going Team Player** with extensive experience putting ideas into action. I enjoy developing brand identity/tone for companies, campaigns, and one-time projects, and am known for my creativity, flexibility, and bringing great ideas to the table!

Highlights

20+ years B2B and B2C marketing & advertising experience

Paralegal (not FL certified, but very knowledgeable)

Recipient of dozens of *ADDY* awards, as well as *John Caples International Marketing Awards, Mark Awards, CTAMs, Telly, and W3 awards.*

Creative History

Bright House Networks, St. Petersburg, FL, 2009 – present
Art & Copy Creative Manager—I have spent the better part of my time here at BHN helping to create our now recognizable brand, and its voice. I collaborate with our ad agency as well as manage a team of in-house, and freelance, copywriters and art directors for the 6th largest telecom provider in the nation (the only telecom with an in-house creative department).

I have been responsible for and am the head writer for our award-winning *Jim the Tech* and *Jim & Jesika Telenovela* broadcast campaigns, as well as played a significant role in one of the most successful campaigns in Bright House history, *Hello Friend*.

I also helped develop and get off the ground, our innovative Bright House Networks Regional Business Awards, which has been extremely well received in both the Tampa Bay and Orlando markets—receiving applications from over 1,000 companies and delivering over $1 million in cash, prizes, and on-air spots—created and developed by my team.

My everyday creativity, including copy and art direction, is exemplified in direct mail, print, broadcast, sponsorships, digital advertising, in-house promotions, and production. As well as being a lead creative and contributing to the majority of the work that rolls through BHN, I meet weekly with our corporate VPs to present all creative and ensure it is approved before delivery.

barefoot copy, Redington Beach, FL, 2002 - present
As founder and queen of all creative, I provide concept, art, and copy for a variety of projects in industries including telecommunications, health care, tourism, real estate, retail, utility, automotive, and B-2-B.

Past and present partners and projects include: PPK, dutcher, Paradise Advertising, BayCare Health Systems, HSN, CEA Marketing, Kobie Marketing, FKQ Advertising, Walker BC, Peoples Gas, What's Buzzin?, Peak Beity, TECO, Pyper Young, HudSun Media, and Roberts Communications to name a few.

Accounts
SYKES Enterprises • Verizon • Time Warner Cable • 20+ residential/resort/home builders • Lucas Films Ltd. • Florida State Fair • PODS • Melitta Coffee • OTT-LITE • Bridge Between, Inc., • Bank of America

DavisDougherty, Inc, Seminole, FL, 2000 – 2002
Sr. Copywriter for all print, TV and online marketing efforts

Home Shopping Network, St. Petersburg, FL, 1996 – 1999
Senior Product Information Writer, as well as copywriter for in-house creative services department

BREEZE Radio Network, Charleston, SC, 1994 – 1996
Copywriter and Promotions Director for three-station network, as well as on-air host of *Coastal Concerns*

WCBD, ABC, Action Line, Charleston, SC, 1992 – 1993
Assistant researcher and scriptwriter for the consumer-driven segment *Action Line*

Education & Affiliations

Women's Leadership Circle

WICT – Women in Cable Television

Tampa Bay Advertising Federation

1993 - The College of Charleston, BA Mass Communication / English Literature

1994 – TTC, Nat'l Paralegal Certification