

JESSICA VERNON

• writer • communications & marketing strategist • editorial advisor •

ABOUT ME

I am a trilingual storyteller, conscious collaborator, and global adventurer with a mind for marketing and sales. I love working with startups and growing organizations because their passion is vital, ambitious, and palpable. I carry that energy into our Strategic Visioning Sessions with the goal of uniting leadership and creative teams through a clear, engaging company narrative. My ability to collaborate and strategize across departments means that I'm able to integrate ideas from all levels of an organization to promote internal alignment through a shared brand story. I am currently looking for freelance clients and collaborations with project-based teams.

PROFESSIONAL EXPERIENCE

2018-present **Techmenity (TechDad, Inc.) | New York, NY**
Marketing & Communications Director for a technology company providing PropTech solutions for smart buildings.

- Oversee and manage dual brands for umbrella PropTech company based in NYC: TechDad and Techmenity.
- Oversee all marketing, branding, communications, design, and digital efforts for both companies including CRM, social media, website, SEO, Google, and CMS platforms.
- Hire, manage, and motivate multiple vendors, consultants, and staff including graphic designer, two interns, strategic communications consultant, SEO contractor, print vendors, CRM platform, and more.
- Oversee complete organizational rebrand for Techmenity including all design and brand elements, communications, messaging, and marketing efforts.
- Lead a company-wide Strategic Messaging effort and coach staff of 25 on all organizational messaging including PR efforts, presentations, customer proposals, and sales efforts.
- Develop and implement strategic marketing and communications plans for Techmenity, oversee the development of departmental budget, and analyze all digital data to evaluate KPIs and strategic planning efforts.
- Manage all external communications. During the COVID-19 pandemic: developed new websites for both brands when the company was designated an 'essential service.' Created landing pages, email campaigns, and articles to communicate the pivot to virtual services.

FREELANCE EXPERIENCE

2010-present **jj.Vernon Creative | New York • Baltimore • Los Angeles • Bhutan**
Principle & Writer providing creative content and marketing services to create, enhance and manage brand narratives, strategy, and communication practices. Published writing portfolio at: www.jessicajvernon.com/write

Freelance Marketing & Communications Services: Conducted audience and competitor research. Facilitated C-level Strategy Sessions to develop and refine all marketing, branding, communications, design, and digital efforts. Hired, managed, and coordinated website developers, graphic designers, and videographers. Oversaw all design and brand elements, communications, messaging, and marketing efforts. Developed educational materials and sales collateral. Managed digital assets and content calendars. (Select clients listed on pg.2)

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2016 - 2018 **jj.Vernon Creative | (continued)**

Select marketing & communications clients include:

- **TechDad, Inc. New York, NY:** Manhattan-based tech company focused on high-end smart home/smart office integration.
- **Trilogy Wellness, Ellicott City, MD:** One of Maryland's first medical cannabis dispensaries.
- **NEW Capital, LLC, Los Angeles, CA:** A socially invested property management company specializing in affordable housing, schools, and commercial real estate.
- **NEW Economics for Women, Los Angeles, CA:** Non-profit organization focused on economic mobility for Latinas.
- **The Royal Textile Academy of Bhutan, Thimphu, Bhutan:** National weaving museum instituted to preserve and promote the unique textile arts of Bhutan.
- **CHIMMI House of Design, Thimphu, Bhutan:** Bhutan's first internationally recognized fashion house.
- **Yeewong Magazine, Thimphu, Bhutan:** Bhutan's only women's lifestyle magazine & digital media company.

Freelance Copywriting Services: Worked with respective marketing directors to develop company narratives, create messaging matrix, write copy for website, blogs, email & social media campaigns, marketing & sales collateral, conducted research for case studies, researched & wrote two e-books, served as a ghostwriter for CEO for article on Forbes Contributor network, co-created podcast pitch. *Select clients include:*

- **Ingo Money, Inc., Alpharetta, GA:** Mobile check cashing app
- **VitusVet, Baltimore, MD:** Veterinary practice management software
- **JungleDisk, San Antonio, TX:** Cybersecurity software company
- **TeamPassword, Baltimore, MD:** Password manager app
- **Terra's Kitchen, Baltimore, MD:** National Meal-kit delivery company

EDUCATION & CERTIFICATIONS

Languages:

Fluent in English and Spanish
Proficient in Portuguese

College of Charleston: Bachelor of Arts, May 2008

Majors: Communications, Spanish

Concentrations: Mass Media Communications, Latin American-Caribbean Studies

Universidad de Granada: Study Abroad, December 2006

Academic Programs International (API), Granada, Spain

MARKETING TOOLS & PLATFORMS

- Hubspot CRM & CMS
- Squarespace
- WordPress
- Unbounce
- Hotjar
- Mailchimp
- Lately, Hootsuite
- SEMrush
- Google Analytics
- Typeform
- Canva
- Trello
- Slack