

Jenna Smith

I get paid to write stuff!

Experience

2018 – Current

Burton Snowboards – Lead Creative Copywriter

Defined and maintained Burton Snowboards' brand voice. Wrote ads, creative concepts, and content direction for global marketing campaigns distributed across print, social, email, and .com.

2020 – Current

Darn Tough – Freelance Copywriter

Worked with the Creative Director of Darn Tough to create product descriptions and campaigns. Wrote & edited seasonal product descriptions and internal documents for the brand.

2020 – 2022

Outpatch – Associate Creative Director

Shaped creative vision for Outpatch brand. Translated business initiatives, strategic marketing objectives, and customer insights into creative directives while governing brand cohesion across the entire customer experience.

2017-2018

Telluride Ski & Golf – Marketing Coordinator

Worked with the marketing lead to organize assets, campaigns, and events at Telluride Ski & Golf. Was responsible for booking travel, lodging, and logistics for VIP guests and performers.

2014 – 2017

First Page Solutions – SEO Content Writer

Wrote SEO content for small brands to increase organic search results on google. Was responsible for maintaining tone, finding effective keywords & phrases, and editing content for grammar.

Education

2010 - 2014

Communications/ Environmental Studies

Allegheny College

Skills

- Creative Writing
- Copy Editing
- Social Media
- Adobe Creative Suite
- Copywriting

Contact

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