

jennyseeliger.com
jennyseeliger98@gmail.com
(608) 509-2282

JENNY SEELIGER

COPYWRITER & CREATIVE

Atlanta, GA

PROFILE

Pleased to meet you! Now meet me. I'm Jenny, a quick talker, deep thinker, and well-versed writer. I'm proud to say I've been generating strategically sound, eye-catching campaigns for four years (and some change). Whether I'm obsessing over exciting creative briefs or adding a fresh perspective to more straightforward projects, my work ethic, enthusiasm for collaboration, leftover collegiate athlete competitiveness, and all-around curiosity keep my copywriting fire ablaze.

SKILLS

Advertising Concepts & Copy
B2B & B2C Messaging
Applying Critique
Workload Prioritization
Concept Pitching
Understanding of Design
Social & Current Trends
Balancing Creative & Client Visions

LINKS

[Portfolio](#)
[LinkedIn](#)

EXPERIENCE

DEC, 2020 - PRESENT

Copywriter, Gelia, Raleigh, NC

Grew from junior to mid-level copywriter over 1.5 years. Led copywriting efforts across multiple accounts in integrated campaigns from concept through final execution. Entertained and educated in both B2B and B2C campaigns and internal marketing materials. Adapted to tight timelines and fire drills, earning clients' trust. Confidently balanced creative visions with client and peer critique.

SEP, 2020 - FEB, 2022

Copywriter, Target River, Remote

Managed copy creation for websites, scripts, social media posts, emails, direct mail, blog posts, and all things digital. Managed accounts ranging from landscaping to education to government work. Collaborated successfully with teammates and clientele through the Google Suite.

MAR, 2020 - JUL, 2020

Contract Copywriter, Graham and Oleson, Remote

Worked with strategy and creative teams to develop insight-based campaigns for new client prospect (placed in final two of eight agencies). Conducted demographic/regional research to promote connection and authenticity with audience.

DEC, 2017 - SEP, 2018

Graphic Design Intern, Contract Customizing, Verona, WI

Collaborated with clients to design and format logos that met brand goals and requirements for reproduction on embroidery and screen printing machines. Ensured clear communication with customers and offered design insights for logo and layout improvement.

EDUCATION

AUG, 2016 - MAY, 2020

Advertising, Savannah College of Art & Design, Savannah, GA

Concentration in Copywriting, Minor in Art Direction

REFERENCES

Luke Nuemann

ACD - COPY, GELIA

(269) 930-0503, lukelukenuemann@gmail.com

"Since nonchalantly moving to Raleigh on a whim from the infamous curd-filled state of Wisconsin, Jenny's made her presence immediate and impact undeniable here at Gelia."

Nick Jibben

VP/CD, GELIA

(309)-678-5057, njibben@gelia.com

"Not only is Jenny a creative powerhouse, but she's also the heartbeat of positivity in our team. With her spunky, fun, and compassionate vibe, she effortlessly crafts an atmosphere where innovation and laughter go hand in hand."