



MEET JJ OUTLAW

YOUR NEW CREATIVE PARTNER!

Jennifer Jackson-Outlaw (aka JJ Outlaw) is a freelance writer, digital creative, and social media manager in the Chicagoland area. This is her shameless plug on why you should hire her.

FUN FACTS



Born and raised in Indiana, where she developed a passion for storytelling and design



JJ has represented many organizations in media outlets such as Vocolo.org and Voyage Chicago



Happily married to her college bestie, Thomas, since 2005



By age 23, she graduated from the University of Southern MS with a M.S. in Public Relations



An accomplished writer, JJ's byline has been featured in such publications as East Coast Home + Design and W2W Magazines



When not creating something neat, JJ can usually be found watching lots and lots of basketball

CAREER MILESTONES



JJ started her popular Chicago-based blog, The Gourmet Goober, in 2013. Soon after, she partnered with brands such as Hamilton Beach and One Medical Group for influencer campaigns.

JJ began her journey as a Dishcrawl Brand Ambassador in 2014. She represented the startup in the Chicago market while planning fun food tours. In addition, she hosted private events for brands such as Shaadi & Match.com.



JJ created the #BeASuperhero social ambassador campaign for the Br. David Darst Center in 2017. The peer-to-peer fundraiser increased their Giving Tuesday donations by 50% - making it their most successful online giving event.