

# Jessie Lea Pingle | writer & folksy gal

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Fun words sell stuff™

## 📁 *Work Work Work*

### Senior Copywriter

October 2022 — present

*Bath & Body Works, Columbus, Ohio (remote)*

👉 Add my delightfully creative voice and strategic brain to a team of uber-talented copywriters and designers on the digital marketing team: website, email, Rewards program, app, paid social, display ads, SMS/MMS, special projects and more.

👉 Filter every word through the feel-good brand voice, from subject line to headline, while leading the promo copy game plan: helping shape direction, solving problems in real time, and ensuring consistency across executions.

👉 Support my Copy Manager as her ride-or-die by standing in her stead as needed, while also working closely (and lovingly) with design, brand strategy, merchants and store partners.

👉 Mentor and edit our junior writer while teaching her about Back in My Day and why the 90s was the superior decade.

### Senior Copywriter

September 2020 — October 2022

*maurices, Duluth, Minnesota (remote)*

👉 Infused our marketing emails, website and digital ads with fun, fashion and just-right brand voice.

👉 Made life a little easier for the Director of Brand Voice by assisting her with concepting projects, store signage, direct mail, credit card marketing and whatever else she threw at me.

👉 Mentored/terrorized our copywriter while helping her write fresh, original copy for organic social, paid digital ads and emails.

### Senior Copywriter

March 2019 — July 2020

*Lane Bryant, Columbus, Ohio*

👉 Wrote all the things: website, digital ads, social media, emails, direct mail and store signage + concepted new product names and positioning, in addition to naming design technology.

👉 Was a collaborating maniac and worked well with strategy, designers, merchants, job leads, art directors and creative directors.

**Copywriter**

May 2016 – Feb. 2019

*Lane Bryant, Columbus, Ohio*

👉 Became besties with designers and digital team while we strategized and concepted launches with print, email, digital ads, website copy and social media.

**Copywriter**

May 2011 – April 2016

*Victoria's Secret Stores, Columbus, Ohio*

👉 Supported the Copy Director with my dynamic personality and writing skillz. Took the lead on seasonal campaign concepting: store windows, signage, collateral and emails + researched, named and positioned products, including key bra launches.

👩🎓 ***I'm Smart and Here's Proof!***

**Ohio University**

Graduated June 2001

*Media Studies/Communications major; Creative Writing concentration*