

# Jennifer Danko Fenske

(773) 414 - 4497 | [beatblend@gmail.com](mailto:beatblend@gmail.com)

Portfolio: [www.jenn-danko-fenske.com](http://www.jenn-danko-fenske.com) | [www.linkedin.com/in/jdf](http://www.linkedin.com/in/jdf)

Passionate wordsmith, accomplished professional and creative collaborator. My story is unique in that I've evolved from journalist to editor to nimble copywriter with the ability to play in a range of spaces. Print, web, POP, app, email, paid social—I've written for all. I thrive on teaming up with designers to tell new stories and craft copy that excites.

## Core competencies

- Clear, concise writing
- Headline ideation
- UX writing & microcopy
- SEO copy
- Collaboration with designers
- Working with multiple stakeholders
- Feature writing & storytelling
- Email & subject lines
- Concept development
- Open communication
- Research savviness
- Flexibility

## Experience

### Ulta Beauty, Bolingbrook, IL — Senior Copywriter

2017 - Current

- ❑ Lead digital marketing copy initiatives at fast-paced Fortune 500 company; pivot when necessary to write for store and print channels
- ❑ Concept and pitch story angles for monthly content pages devoted to skin, hair and fragrance; present to business and deliver copy on winning angle
- ❑ Present numerous concepts and copy options informed by creative briefs to merchandising partners and key stakeholders
- ❑ Manage multiple projects at once and maintain clear and open communication; execute edits quickly based on leadership feedback
- ❑ Write copy for Ulta Beauty's Ultamate Rewards credit card program, including emails, UX copy and landing pages
- ❑ Collaborate with designers to deliver visually high-impact creative with clear messaging

### Groupon, Chicago, IL — Multiple Titles

2010 - 2017

#### Senior Copywriter

2014 - 2017

- ❑ Compose compelling copy in Groupon's clever brand voice for key verticals, including food & drink, health & beauty, things to do, goods, getaways and holiday
- ❑ Serve as lead copywriter for health & beauty category, which reached 3.1 million subs and earned \$16.9 million in bookings in 2016
- ❑ Participate in and lead brainstorm sessions with writers and designers
- ❑ Develop and implement a unilateral marketing copy-editing style guide

## Site Editor

2011 - 2014

- ❑ Execute critical and timely edits to Groupon's live deals and largest campaigns
- ❑ Craft clear rationale in Zendesk tickets regarding editing rationale; work efficiently and calmly under pressure
- ❑ Assert sharp judgement to make fair, quick decisions that consider all stakeholders
- ❑ Assist in training new hires and conducting workshops to improve writing efficiency

## Staff Writer

2010 - 2011

- ❑ Write 40 deals per week; adhere to brand voice and turn around polished copy quickly

## Imagination Publishing, Chicago, IL — Writer

2009 - 2010

- ❑ Compose magazine cover stories, features, web articles and SEO-driven copy for custom media agency
- ❑ Pen on average 5,000 words per week for international association clients
- ❑ Distill complex concepts into organized, engage copy; revise on tight deadlines

## Law Bulletin Publishing Co., Chicago, IL — Associate Editor

2007 - 2009

- ❑ Write, copy edit and oversee production of the Illinois Real Estate Journal, a monthly 60-page commercial real estate publication
- ❑ Research articles, conduct interviews and write feature length stories (AP style)

## Testimonial

“Jenn’s range of thinking and ability to write in a wide variety of copy styles that delivered on the marketing strategy never failed to impress ... In a medium where writers worked with 30 characters or less, Jenn made it her mission to pack brand personality into her copy for maximum impact.” Darrin Sullivan | Senior Creative Director, Groupon

## Brand Experience

Groupon • Honey Can Do • Hyatt Hotels • Lowe’s • Milwaukee Brewers • Ulta Beauty

## Publications

American Library Association • Chicago Magazine • Chicago Tribune • Illinois Real Estate Journal Info Magazine • MLB • Milwaukee Journal Sentinel • Milwaukee Magazine • New City • The Onion A.V. Club • PM Network • Small Business Times • Shepherd Express • Waukesha Freeman • YMCA

## Education

Beloit College | Class of 2000 | Magna cum laude  
Bachelor of Arts in English Creative Writing, Minor in Journalism