



JESS PINGREY

WRITER ⚙️ DRIVEN ⚙️ LEARNER

INTRODUCTION

As a child, I devoured all 22 volumes of my World Book of Encyclopedia set and the Doctor's Book of Home Remedies. I graduated to an obsession with Microsoft Encarta when computers became household commodities. My unquenchable thirst for knowledge is the cornerstone of both my business and personal philosophy—lifelong education and asking "why?" are the keys to the Rolls Royce of self-growth. My strengths revolve around collaborating with others to craft creative that solve problems and make life easier. Personally, I enjoy meeting new people, real paper books, spirited debate, and laughing out loud.

KEY SKILLS

- Copywriting and copyediting
- SEO/SEM
- AP style
- Social media management
- Web and email content creation
- Google Suite and Microsoft Office

INTERESTS

- Technology and the digital space
- Reading and learning
- Anything competitive
- Cooking

FAVORITE QUOTES

"If I had asked people what they wanted, they would have said faster horses."

– Henry Ford

"There are two types of people who never achieve very much in their lifetimes. One is the person who won't do what he or she is told to do, and the other is the person who does no more than he or she is told to do."

– Andrew Carnegie

CONTACT DETAILS

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Little Rock, AR

EXPERIENCE

CONTENT SPECIALIST

Independent contractor (Feb 2017-ongoing)

- Write and edit SEO-rich, grammatically accurate copy for a broad range of clients, such as blogs, case studies, executive summaries, infographics, and landing pages
- Curate and schedule content on a variety of social media platforms
- Develop original visual content, such as infographics and digital ads

CONTENT STRATEGIST

Travel Nurse Across America (Oct 2017-Jan 2019)

- Created and scheduled content for company social media platforms
- Wrote and published weekly blogs and web page content
- Served as marketing lead for company-acquired managed service provider
- Developed and published white papers, case studies, and hospital facility profiles

COMMUNICATIONS SPECIALIST, BUSINESS DEVELOPMENT

Apptegy (May 2015-April 2017)

- Developed scalable company sales process from lead generation to closing
- Trained team members on sales processes and internal/external software platforms
- Advised clients on community engagement and brand messaging strategies
- Created and edited content for social media platforms, blog, press releases, and video

ENGAGEMENT MANAGER

GoNoodle (Jan 2013-May 2015)

- Delivered professional development to school administrators, teachers, and parents
- Met and exceeded key metrics for recruiting and engaging users in assigned territories
- Represented company at key community stakeholder events, schools, and conferences
- Trained and coached remote team members

ACADEMIC BACKGROUND

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

Master of Public Administration (2013)

- 3.70 GPA, Magna Cum Laude
- Dean's List

HARDING UNIVERSITY

Bachelor of Social Work (2007)

- 3.58 GPA, Cum Laude
- Dean's List
- Academic All-American Athlete