

# JACKIE GUTIERREZ-JONES

## PERSONAL INFO



**First name:** Jackie  
**Last name:** Gutierrez-Jones  
**Address:** Miami, United States  
**Email address:** [jax@jaxwrites.com](mailto:jax@jaxwrites.com)

## PROFILE

Wordsmith, editor, designer and English bulldog aficionado looking to create some copy magic in this crazy world. Interested in writing samples? I can dig it. Pop on over to [www.jaxwrites.com](http://www.jaxwrites.com) and make yourself at home.

## WORK EXPERIENCE

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| <b>Patricia &amp; Philip<br/>Frost Museum of<br/>Science</b> | <b>Copywriter (Contractor)</b> <ul style="list-style-type: none"><li>• Write marketing copy for a variety of placements including email, social, website, promotions, product descriptions, blog and other materials</li><li>• Optimize content to boost organic search potential</li><li>• Craft messages that are clear, accurate, original and engaging</li><li>• Ensure consistency and adherence to brand standards and brand voice</li><li>• Contribute to blog posts and platform</li></ul> | <b>12/2016 - present</b> |
| <b>UrbanDaddy</b>  | <b>Miami Editor</b> <ul style="list-style-type: none"><li>• Sourced, wrote, and edited daily lifestyle-focused articles on dining, nightlife, gear, fashion, and travel.</li><li>• Wrote national advertorials for major brands.</li><li>• Tracked article analytics and performance.</li><li>• Managed a team of photographers and interns.</li></ul>   | <b>01/2012 - present</b> |
| <b>Freelance Writer</b>                                      | Writing and editing articles, press releases, print ads, app copy, website copy, and video scripts.<br><b>Notable publications and sites:</b> AirBnB, Citizine.tv, Eater Miami, Eme de Mujer, Google Trips, Greater Miami Convention and Visitors Bureau, HCP Media, Liquor.com, LivingSocial, Manero, New York Observer, Onboard Media, Party Earth, Time Out, UrbanDaddy, Vivala   | <b>01/2011 - present</b> |
| <b>Whole Foods Market</b>                                    | <b>Newsletter Editor/CRM Copywriter (Contractor)</b> <ul style="list-style-type: none"><li>• Writing and editing global customer relationship management (CRM) products including, but not limited to, newsletters, sales ads, digital coupons and promotions.</li><li>• Maintaining editorial calendar for weekly newsletter</li></ul>  | <b>04/2016 - 12/2016</b> |

## WORK EXPERIENCE

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- Working with blog editor and social media team to coordinate coverage across various channels

**Vivala**     **Senior Editor (Contractor)**     **10/2015 – 10/2016**

- Editing posts and headlines for tone, grammar, proper imaging and correct links
- Uploading and scheduling posts to the CMS
- Maintaining editorial calendar
- Pitching 5-10 story ideas daily relevant to trending topics

**Onboard.com**     **Newsletter Editor (Contractor)**     **03/2016 – 09/2016**

- Pitching ideas and themes for weekly email newsletter
- Writing and editing newsletter for tone, content and grammar
- Optimizing subject lines to increase open rates
- Redesigned newsletter template
- Created lifecycle email campaign, "SailAway," aimed at keeping the user base consistently engaged with the site.

**The Futures Company**     **Cultural Streetscaper**     **07/2014 - present**  
Research and compile reports on trends in and around the Miami area, as well as capturing evidence of new and evolving consumer and brand behavior and explaining its cultural context and meaning.

**Miami International University of Art & Design**     **Adjunct Instructor**     **10/2008 – 12/2010**  
Developed curriculum and taught general education and advertising courses in communications, speech, and beginning/advanced advertising campaigns.

## EDUCATION

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**Florida International University**     **Master of Science, Mass Communications**     **08/2005 – 04/2007**

**Florida International University**     **Bachelor of Business Administration, Marketing and Finance**     **08/1997 – 12/2001**

**Miami International University of Art & Design**     **Bachelor of Fine Arts, Graphic Design**     **08/2008 – 06/2010**

## SKILLS

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### Design Programs

Photoshop	●●●●○
Illustrator	●●●●○
InDesign	●●●●○
QuarkXPress	●●●●○

### Website CMS

Wordpress	●●●○○
Tumblr	●●●○○
CMI Marketing	●●●●○

### Languages

English	●●●●●
Spanish	●●●●○

## SOCIAL MEDIA

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**Instagram** @jaxiscool

**Twitter** @jaxiscool

**LinkedIn** [www.linkedin.com/in/jaxiscool](http://www.linkedin.com/in/jaxiscool)

**Facebook** [www.facebook.com/jaxiscool](http://www.facebook.com/jaxiscool)