

# JENI KRAMER

## COPYWRITER – CREATIVE DIRECTOR

Multifaceted marketing professional with a passion for unearthing universal human truths to create compelling content. Over ten years of experience in meeting marketing challenges, developing creative strategies, leveraging key insights and producing dynamic content that builds brands. Unique ability to crystalize consumer data and analytics to develop and deliver bold, engaging copy and impactful visuals.

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### CONTACT:

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8309 Fremont Ave S

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### SKILLS:

Copywriting

Content Strategy

Creative Direction

Social Media

Public Relations

Strategic Planning

Ideation/Creative Concepting

### PROFESSIONAL EXPERIENCE:

JENI KRAMER COPYWRITING - Bloomington, MN

Copywriter | July 2019 - Present

Built a freelance copywriting business providing creative support to a wide variety of brands and agency clients. Work closely with clients to develop their brand's unique personality and channel that personality into powerful, results-driven content. Write clear and compelling copy for a wide range of mediums including blog posts, emails, packaging, social media, video, brand content and more. Produce highly polished work that is on-time, on-brief and on-brand.

- Created brand positioning, product naming convention and product descriptions for a Twin Cities outerwear company for use across all existing products and all future product launches.

- Partnered with a team of agency creatives to provide creative concepts, messaging and copy for website redesign projects for several popular pet food brands.
- Became sole resource for SEO enhanced digital copy for leading Minnesota based cereal brand.
- Completed comprehensive competitor audits and developed brand positioning and original product copy for an industry leading natural foods company.
- Provided pro-bono social media strategy and copywriting for the non-profit organization, RESOLVE Midwest.

LINKUP - Minneapolis, MN

Copywriter | February 2020 - Present

Craft compelling copy that showcases the company's three distinct business lines. Help in developing content strategy for each business line and produce original written work to support that strategy. Create content that showcases the capabilities of the company's industry leading labor market data. Increase brand awareness and reach by broadening audience for original content through a variety of tactics like email, social media and more.

- Spearheaded blog strategy for individual audiences including job seekers, employers and labor market data customers.
- Originated LinkedIn content strategy for internal sales reps to increase lead generation and increase the company's position as a thought leader in their industry.
- Generated over 60 original articles on timely, relevant topics including COVID vaccinations, artificial intelligence, employer benefits, remote work tips, and more.
- Developed text for quarterly economic indicators reports, yearly jobs reports, COVID-19 impact reports and other high-value labor market reports.

EYEOBS EYEWEAR - Minneapolis, MN

Creative Director | June 2018 - July 2019

Responsible for creating, developing, managing and distributing all original brand content across multiple communication and sales channels. Managed four-person in-house marketing and creative

services team to meet objectives on time and within budget. Serve as the “voice of eyebobs,” developing all original copy and ensuring the brand tone remains unique and engaging.

- Provided creative concept and produced studio photo and video shoot to support brand content needs for entirety of 2019.
- Spearheaded eyebobs “Meet the Makers” campaign launched Q3 2019, featuring eight notable Twin Cities artists and chefs. Lead process from creative concept to completed assets.
- Led in-house creative services team in brand evolution and upgrade of graphics and visual communication to modernize the brand and improve accessibility for customers.
- Provided original copy for all platforms including print, web, digital advertising and SEM, social media and more.
- Revamped direct to consumer catalog and direct mail program. Applied new creative concepts and visual direction to pieces reaching over 200,000 households nation-wide.
- Led efforts to increase brand awareness in local and national markets to support new retail store openings. Managed Public Relations partners, key influencers and created advertising programs including print, traditional and satellite radio, OOH, and paid social.

EYEOBS EYEWEAR - Minneapolis, MN

Marketing Communications Manager | October 2009 - May 2018

Responsible for developing and managing strategies, planning and tactics for marketing, brand, social media, interactive, communications and customer experience. Serve as “voice of eyebobs” by creating original copy that set brand tone across all channels.

- Played instrumental role in launch of eyebobs first ever direct mail catalog by providing copy and creative direction, as well as curating product assortment.
- Consulted on redesign and provided all original copy for retail e commerce website, which doubled the conversion rate and contributed to double digit annual growth.
- Planned and executed product launches for new products and new seasonal product lines.
- Created email marketing programs which tripled the daily sales for each email sent.

- Developed strategy and executed daily social media marketing initiatives across multiple platforms.
- Built and managed customer experience team of five direct reports.

#### EDUCATION:

Associate of Applied Science: Interior Design - 2007

Dakota County Technical College - Rosemount, MN

Coursework in Residential and Commercial Design with emphasis on Hospitality and ADA compliance.