


# JESSICA PRUSA

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(Password: welcome)

## PROFILE

Multi-skilled creative specializing in branding and marketing strategies, creative direction and copywriting. Curious, passionate and results-driven, I am dedicated to providing value to employers with out-of-the-box thinking, precise execution and a commitment to excellence.

## EXPERIENCE

### **DIGITAL MARKETING CONSULTANT - (OCTOBER 2021 – MAY 2022)**

**TARGET MARKETING DIGITAL** – New York, New York

- Directed and optimized organic and paid social media campaigns for high profile clients such as WSJ and NY Times bestselling authors, CEOs, industry leaders and corporations
- Shaped and refined brand and corporate personas to achieve new levels of authenticity and transparency for more meaningful engagements
- Developed branding and content strategies using campaign metrics, trend forecasting and market analysis

### **FREELANCE ASSOCIATE CREATIVE DIRECTOR - (NOVEMBER 2021 – JANUARY 2022)**

**JUICE PHARMA** – New York, New York

- Developed product brochures, congress materials and initial mechanism-of-action concepts for the HCP (Health Care Practitioner) account segment of ADUHELM, a Biogen treatment for Alzheimer's

### **FREELANCE ASSOCIATE CREATIVE DIRECTOR - (APRIL 2019 – SEPTEMBER 2019)**

**AREA 23** – New York, New York

- DTC: created initial concepts and storyboards for an Emgality migraine commercial
- HCP: developed key claims and charts/graphics for a new indication (Emgality for cluster headaches)
- Global: completely rewrote and restructured Emgality's global consumer website

### **FREELANCE CREATIVE DIRECTOR & BRANDING CONSULTANT - (AUGUST 2017 – APRIL 2019)**

**ACCOR HOTELS, LA BOUTIQUE, BROOKLYN YOUTH SPORTS CLUB** – New York, New York

- Developed integrated and seasonal campaigns for Accor hotels and La Boutique and provided brand analysis, strategy and launch materials for start-ups and non-profits

## EDUCATION

**RESIDENCY: JACK KEROUAC SCHOOL OF WRITING**

**NAROPA UNIVERSITY** – Boulder, CO

**MA: BRANDING & INTEGRATIVE COMMUNICATIONS (COURSEWORK)**

**CITY COLLEGE OF NEW YORK** – New York, New York

\*Advertising club of NY scholarship recipient

\*Internship at Y&R: Colgate account

**BA: CREATIVE INDUSTRIES**

**QUEENSLAND UNIVERSITY OF TECHNOLOGY** – Brisbane, Australia

## SKILLS

### **WRITING**

Headlines, taglines, naming, social posts, ghostwriting, emails, video scripts. You name it, I can write it.

### **CREATIVE DIRECTION**

Sensitive to aesthetics, current in trends and exacting in visual and contextual coherence

**COPY SUPERVISOR - (MARCH 2017 – AUGUST 2017)**

**FCB – New York, New York**

- Developed interactive tools and new content for [aboutcarcinoid.com](http://aboutcarcinoid.com) and [xermelo.com](http://xermelo.com)
- Created presentation decks for doctors on neuroendocrine tumors testing
- Researched and developed storyboards for social media videos

**COPYWRITER - (FEBRUARY 2015 – SEPTEMBER 2016)**

**DAGGERWING GROUP – New York, New York**

- Managed daily writing duties for the entire KEYTRUDA account, from content development to market-research testing, while regularly contributing to new business pitches

**SKILLS CONT'D**

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**SUPERVISING & LEADERSHIP**

Mentoring, providing critical feedback and a psychologically safe space for questions, learning and mistakes

**MICROSOFT & ADOBE SUITE**

Word, Excel, Outlook, Powerpoint  
Photoshop, Indesign