

Jodieann J. Stephenson

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Education

City Tech (CUNY New York City College of Technology) Brooklyn, NY

BS degree in Professional and Technical Writing (anticipated graduation June 2017)

Experience

Grey Group

New York, NY

Freelance Writer

October 2016-Present

- Pitched tactics for sales representative to use for educating healthcare professionals
- Wrote MS (manuscripts) for emails and direct mailers
- Annotated and fact-checked promotional marketing pieces (patient brochures, direct mailers, journal ads, and welcome letter)
- Assisted copywriter or senior copywriter on various tasks/projects

ghg | GreyHealth Group

New York, NY

Copywriting Intern

June 2016-August 2016

- Researched medical and scientific information that pertains to Agency brands
- Developed campaign concepts and tactics which culminated in an intern pitch for the CEO, COO and clients
- Created copy, researched clinical data, and annotated AMA style (patient brochures, consumer fact sheet and website) for a vaccine
- Participated on calls regarding content creation with clients and Med Legal

HNW Inc.

New York, NY

Financial Writing and Strategy Intern

June 2015-April 2016

- Researched holistic solutions for different business needs, customer insights, and various investment vehicles
- Developed differentiated brand and marketing campaigns for prominent names in the financial and professional service industry, including, American Funds, Merrill Lynch, Schwab, Eaton Vance, Citibank, among others.
- Produced a suite of print and digital scripted pitch decks designed for financial advisors

New York City College of Technology

Brooklyn, NY

Communications Intern

March 2015-May 2015

- Contributed to articles published on CUNY Newswire, researched content, edited and proof read copy
- Liaised with students by corresponding with President, Communications Director, and Alumni Affairs to act as a liaison with students

- Managed all social media outlets (Facebook, Twitter, Instagram) and collaborated on social media marketing campaigns targeted to students

Skills

Promotional and Marketing Writing, Technical Writing, American Medical Association (AMA) annotations, Social Media Aficionado including TagsforLikes, Hootsuite, Affinio Social Listening.

Please visit my portfolio to view my work: www.behance.net/jodieannstca76