

JEN SHAW
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EXPERIENCE

FCB Health NY: Group Copy Supervisor

(November 2022 – present)

- *Oversee and manage advertising and promotional copy from draft stage through finished product*
- *Work closely with creative and account teams to ensure adherence to client's marketing strategies and objectives within specified deadlines*
- *Supervise junior writers on projects*
- *Partner with Art Supervisor in to generate fresh concepts to align with strategic insights and market goals*
- *Monitor competitive landscape and new technologies within the industry to help increase product awareness, attributes, and enhance customer engagement*
- *Identify new market opportunities*
- *Participate in brainstorm sessions and brand pitches for new clients*

(July 2021 to November 2022)

- *Responsible for generating ideas for advertising and promotional copy, developing texts from draft stage through finished product*
- *Worked closely with creative and account teams to ensure adherence to client's marketing strategies and objectives within specified deadlines*
- *Supervised junior writers on projects and worked with Art Supervisor in partnership to generate concepts*
- *Promoted to Group Copy Supervisor*

MRM: Senior Writer

(August 2020 to July 2021)

- *Crafted copy and digital strategies to align to brand stories and conversation flows through various media channels; Authored long and short form digital content to fuel performance and analytics drivers and optimize that content as user consumption changes; Defined creative strategies to create deeper engagement with patients and HCPs by leveraging and optimizing existing assets.*

Hillrom: Product Marketing, Cardiology

(April 2018 to August 2020)

- *Identified content strategy for website, print, social media, sales materials and whitepapers; Proposed content recommendations to increase engagement and leverage the brand; Helped develop product positioning/messaging for new products and enhancements; Collaborated with U.S. sales team and distribution partners to understand value drivers and support required deliverables.*

Digitas Health Lifebrands: Digital Content Strategist

(July 2016 to August 2017)

- *Served as content/web auditor to achieve business goals and address business challenges, partnership opportunities, audience diversity and promotional channels; Led internal and external teams in brainstorm sessions to address audience acquisition/retention, competitive landscape, and promotional/partnership opportunities to increase brand awareness and growth.*

GE Power & Water: Director – Web Engagement**(November 2014 to January 2015)**

- Defined the strategic road map for 3 distinct divisions within the Power & Water business unit; Increased conversion rates by over 10% through A/B and multivariate testing; Drove year-over-year growth by over 15% through paid media, SEO/SEM and partner initiatives.

Fingerprint Marketing: Sr. Director – Interactive Strategy/Content**(June 2013 to July 2014)**

- Defined and developed digital strategies to align with corporate and client objectives; Exceeded project growth objectives by over 10% through efficient planning and support; Created and presented concepts, email marketing campaigns, web copy and social media for a holistic user experience; Wrote and published copy for digital and print campaigns, press releases, whitepapers, blogs.

Mastercard Worldwide: Director – US B2B Digital Communications**(April 2012 to June 2013)**

- Directed team developing digital marketing communications to key internal and external stakeholders. Primary liaison between clients, agency partners and internal stakeholders; Increased page views and distribution of e-newsletter by over 10%; Developed communication strategy, which resulted in a 5% increase in published news stories.

Scripps Network Interactive: Senior Manager – HGTV's Frontdoor.com Industry Outreach**(April 2010 to April 2012)**

- Increased total audience and category engagement by 25% year-over-year; Led expansion to over 50 markets in less than 2 years increasing database by over 150%.

Scripps Network Interactive: Brand Manager – HGTV's Frontdoor.com**(September 2008 to April 2010)****EDUCATION****SUNY Plattsburgh, Plattsburgh, NY****BS Business Marketing: Cum Laude May 1998**