

# Jane Jerrard

## Summary

Over 20 years as a marketing copywriter—more than 12 of those years as a freelancer. Strengths include the ability to quickly grasp new concepts, products and markets; reliable about deadlines; detail-oriented; a responsible self-starter.

## Experience

### Freelance writer

**August 1997 - Present**

I regularly write marketing materials for multiple clients, including web copy, e-mail blasts, ads, direct mail, brochures, and other collateral. I also write trade journal articles, and copy edit and write books.

Writing specialties include:

- **Business-to-business**, promoting products and services to specific professionals or industries
- **Association marketing**, promoting association membership, education opportunities, and general promotion
- **Healthcare**, mostly addressing physicians and provider markets
- **Technology marketing**, promoting various products and services
- **Public safety** (fire and EMS services and law enforcement)

### TargetCom, Inc.

**January 1996 – August 1997**

Copywriter at ad agency specializing in direct mail for retail and bank credit cards

### Knight-Ridder Financial/Americas

**March 1994 – November 1995**

As Marketing Communications Associate, I wrote, designed and handled production on collateral pieces, advertisements, direct mail, press releases, and signage.

### Society For Visual Education, Inc.

**April 1986 – March 1994**

Wrote, edited and proofread copy for catalogs, ads, brochures, direct mail, and other pieces.

## Education

Bachelor of Arts (cum laude)

Major: English      Minor: Journalism

Northern Illinois University, DeKalb, Illinois