

# JENNIFERPLESKO

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## PROFILE

**Passionate writer** experienced in creative writing, technical writing, copy writing, medical writing, magazine features, newspaper articles, web articles, web forums, and web logs.

**Conscientious editor** with acute attention to detail and strong knowledge of AP and MLA styles.

**Creative designer** skilled in the design and production of marketing collateral, branding, identity systems, brochures, direct mail, invitations, event posters, print ads, web banner ads, and PowerPoint presentations

## PROFESSIONAL HISTORY

### **HCK2 Partners**, Addison, Texas

May 2008 – November 2008

Copywriter/Graphic Designer

- Wrote and edited copy for client marketing materials, boilerplates and Web sites
- Developed strategic copy concepts to effectively communicate client messaging
- Developed design concepts for client ad campaigns
- Revised design layouts and prepared final mechanicals for client projects

### **The Oldham Goodwin Group, LLC**, College Station, Texas

April 2007 – May 2008

Director of Marketing

- Created and produced all fliers, offering memorandums, and marketing collateral
- Created and enforced company brand standards in all marketing media materials
- Promoted company through community involvement
- Wrote and edited any press releases, ads, or periodical content
- Ensured proper use of disclaimers, fair housing symbols, and trademark usage
- Promoted company through various forms of media, focusing on free marketing avenues

### **Bryan/College Station Chamber of Commerce**, Bryan, Texas

September 2005 – April 2007

Communications Coordinator

- Designed and compiled monthly newsletter
- Designed, created, and edited Annual Membership Directory & Buyers' Guide
- Designed all print materials for chamber events

### **BuildingProcess.com**, College Station, Texas

January 2005 – September 2005

Editor (Contract)

- Wrote and edited articles for grassroots online home industry company
- Designed marketing material and invoices

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## **Hobar Health and Wellness**, Dallas, Texas

May 2004 – January 2005

Editor and Chief Medical Writer (Contract)

- Wrote and edited articles for new company's website
- Designed, compiled, and edited patient magazine on hormone replacement therapy
- Interviewed influential figures in the medical community

## **Texas Monthly Magazine**, Austin, Texas

May 2001 – August 2001

New Media Intern

- Updated TexTalk page on Texas Monthly website
- Assigned to begin major archiving project
- Scanned and edited articles for archiving

## FREELANCE WORK

### **Brazos Family & Health Magazine**, College Station, Texas

February 2008

Feature Writer

### **AbouTown Press, LLC**, College Station, Texas

August 2007 – April 2008

Feature Writer

### **Insite Magazine**, Bryan, Texas

January 2003 – January 2004

Feature Writer

## EDUCATION

### **Texas A&M University**, College Station, Texas

Fall 1998 – Fall 2002

- B.A. in Journalism

## AWARDS AND AFFILIATIONS

**Best Overall Newsletter** – Texas Chamber of Commerce Executives, 2006-2007

**Volunteer Service Award** – The Association of Junior Leagues International Inc., 2007-2008

**Junior League of Dallas** – Member, Finance Chair Assistant