

# Jackie Horsfall

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## RECENT EXPERIENCE:

designIQ (Gannett - USA Today), Des Moines, IA

*Copywriter - (Aug. 2020 - Present)*

- **MARKETING** - Research, write & edit copy for high-revenue enterprise clients (BtB & BtC)
- **COPYWRITING** - Write: print/digital ads, emails, web pages, social media posts, direct mail, video/radio scripts
- **CIRCULATION** - Write direct mail & email copy to increase resubscription to Gannett's brands e.g. USA Today
- **EDITORIAL** - Write for Gannett's special section magazines: Senior Living, Healthy Living, Home Improvement
- **RESEARCH** - Research audience demographics & psychographics to determine optimal copywriting strategy

### **ACCOMPLISHMENTS AT DESIGNIQ:**

- Won \$1M in pre-sale spec campaigns with written copy in 3 months
- Sole copywriter on Content Creation Team and only copywriter in entire company
- Wrote in-depth article for prospective client that resulted in official partnership
- Wrote copy for Gannett's 2021 Holiday Guide inserted in multiple newspapers across U.S.

Freelance (Various), West Des Moines, IA

*Freelance Writer – (June 2016 – Present)*

- **COPYWRITING** - Write all copy, optimize SEO and develop websites for clients
- **CAMPAIGNS** - Managed Emily for Broadlawns public office campaign resulting in win at 100,000+ votes
- **SOCIAL MEDIA** - Develop social media strategy, analyze competitors, write content for posts

Businessolver, West Des Moines, IA

*Associate Marketing Specialist (Product Marketing Team) - (Sep. 2019 – May 2020) [COVID Layoff]*

- **CONTENT CREATION** - Wrote staff bios, website content, produced videos, solution sheets
- **PROJECT MGMT.** - Monitored product marketing launch plans and tracked individual deliverables
- **EMAIL COMM.** - Managed email communication marketing for product webinars using HubSpot
- **CAMPAIGNS** - Worked with director to plan, build and execute B2B outcome-based marketing campaigns

### **ACCOMPLISHMENTS AT BUSINESSOLVER:**

- Wrote copy/built customized websites for post finalist sales meetings that resulted in \$1m+ in won deals
- Developed competitor kill sheets, trained to 100+ sales people at annual Sales Kick Off
- Wrote over 40+ staff bios to be used in sales process bio forms
- Marketed product webinars to internal clients using email/message boards, average attendance of 186

Meredith Corporation, Des Moines, IA

*Premedia Support Administrator - (Aug. 2018 - Aug. 2019)*

- **COMMUNICATIONS** - Managed communication between 70+ premedia staff, internal customers & printers
- **PROJECT MGMT.** - Wrote, implemented & managed schedules for print & digital publications e.g. Allrecipes

Mittera Group Inc., Des Moines, IA

*Corporate Office Manager/Administrative Assistant, (Oct. 2017-June 2018) [Reduction-In-Staff Layoff]*

- **OFFICE MGMT.** - Assisted C-Level Staff, attended to: phone calls, mail, supply requests/ordering, greet vendors

Iowa Department of Corrections, Des Moines, IA

*Public Relations/Social Media Intern - (May 2016 - Sept. 2017)*

- **SOCIAL MEDIA** - Launched official social media sites for government department (Facebook, Twitter, Youtube)
- **NEWSLETTER** - Redesigned/wrote department newsletter seen by 3,656 employees
- **CONTENT CREATION** - Conducted interviews of corrections staff, produced photos, videos and stories for blog
- **WEBSITE MGMT.** - Designed and managed website for Iowa State Recidivism Reduction Strategy

## SKILLS:

Copywriting - Social Media - Customer Service - Website Management - Blogging - Event Management

**EDUCATION:** Bachelor of Science: Public Relations, May 2017 (Iowa State University, Ames, IA)