



## Jess Wells

93 Sequoia Way  
San Francisco CA 94127  
(415) 337-6635 office  
(415) 987-4526 mobile  
(415) 337-6635  
jesswells@earthlink.net  
www.jesswells.com

### SENIOR MANAGER, MARKETING; SENIOR COPYWRITER

---

*JW Marketing, May 1994-present*

Create effective, compelling communication plans, messaging, product/service positioning, branding, style guides, Web content roadmaps, and editorial plans for companies and organizations. Manage staff and generate original concept and copy that address the unique needs of non-profits, start-ups, companies with established product lines or new launches. Develop Web site material and navigation that engages the audience and delivers real value. Allocate and manage the full array of media in ways that best address the organizational objectives. Write compelling copy for the ever-expanding variety of media including print collateral, Web pages, interactive multi-media, white papers, newsletters, executive collateral, investor communications, direct mail, electronic promotion campaigns, datasheets, customer profiles/success stories, PR, booth signage, and speeches. Copywrite to corporate guidelines, devise fresh new ideas.

Projects have included:

- Silicon Valley Bank (**Editorial Director of eSource**, a massive entrepreneurial Web site for both high-tech and bio-tech, involving full content planning and management, supervision of look-and-feel re-design, process development, management of alliance partners/content providers. On contract.)
- Hyperion (**Sr. Manager of National Marketing Programs**: Responsible for \$1.6 million budget of e-marketing, including all strategy and execution. Developed concepts and directed creative for multiple, integrated campaigns for lead generation, involving email blasts, microsites, banners, newsletters, CD content, offers, white paper syndication, webcasts. Given marketing department's Business Impact Award for 2003 for refining integrated, e-based marketing at Hyperion. Generated a 325% increase in leads and a 39% decrease in cost per lead.)
- Oracle (**Sr. Content Manager**, Worldwide Direct Marketing. Sole responsibility for all messaging and copy used to drive million-hit banners, multi-media emails with sound and video and landing pages. Generated a 14% increase in response.)
- Computer and Software News (**Northern California Editor**. Winner of two Lebar-Friedman Blue Chip Awards for Distinguished Journalism. Produced, under weekly deadline, a large quantity of news, feature, and analytic material on the microcomputer industry. Interviewed key corporate leaders and covered product launches, bankruptcies, channel distribution issues, acquisitions, and market trends.
- Atomz Corporation (**Director of Marketing**. Responsible for development of full lead-generation marketing program including revision of messaging, re-work of Web site, creation of campaigns with email, webcasts, newsletter placements, white papers, database segmentation. On contract.)
- Zoomerang (**Sr. Manager of Marketing, Customer Acquisition**. Full product strategy creation with messaging, database segmentation to craft campaigns that drive into the installed base with customized messaging. Worked with metrics for Web site optimization

and product strategy. Copywriting multi-email campaigns plus landing pages; e-newsletters, offers, white papers and Web copy.)

- SoftonNet (**Director of Corporate Communications**, responsible for full development of market launch collateral including messaging, positioning, competitive analysis, selection of communications vehicle, Web content, art direction. On contract.)
- Hewlett-Packard (**Product Launch Manager** supervising production of 27 MarCom deliverables in 5 weeks for product launch, including trade show kiosks, signage and demos, multiple pieces of collateral, PR press tour)

### **Manager of Marketing/Manager of Marketing Communications**

*Etak, Menlo Park, CA, February 1991 to October 1994.*

Developed strategic plan and budget for all marketing activities. Managed marketing programs including conception, analysis, planning and direction. Provided art direction and wrote copy for all corporate collateral. Supervised writers and editors. Interfaced with engineering, manufacturing, and technical support on development of competitive analysis, product launch plans, and technical content of marketing materials. Developed Etak's first benefit-oriented collateral. Developed newsletter, advertising, slide shows, scripts for speeches, contents of trade show program and booth. Developed sales support materials, resource guides, bi-monthly mailings, and direct mail materials. Managed and directed all tactical programs, including:

- Press relations
- Event marketing/trade shows
- Seminar development
- Advertising
- Speakers bureau/speeches
- Corporate/marketing communications

### **Marketing Communications Manager**

*Library B Productions, San Francisco, CA, February 1990 to February 1991.*

Wrote marketing communication materials and freelance journalism articles. Planned and implemented public relations programs. Developed collateral, speeches, channel marketing analyses, and marketing programs. Clients included:

- Apple Computer, Inc.
- Ziff-Davis Publications
- *Publish Magazine*
- *NeXTWorld Magazine*
- **Income Rights Project**
- Connect, Inc.
- **Women's Institute for Mental Health**
- **EcoVision, Inc.**

### **Writer/Editor**

*Apple Computer, Cupertino, CA, June 1988 to February 1990.*

Wrote copy and planned full-color monthly magazine (circ. 10,000). Wrote copy and planned public relations materials, collateral, product launch materials, weekly electronic newsletter, and on-line speeches. Planned, wrote, and organized official Apple information on consumer on-line information system. Developed editorial standards and review process of on-line materials.

### **Manager of Special Accounts Marketing Programs/Vertical Marketing Manager/Product Manager**

*WordStar International, San Rafael, CA, July 1987 to June 1988.*

Designed and implemented user group marketing program, corporate sales initiative, and VAR marketing programs. Researched and developed marketing strategy for legal word processing product, including end-user and dealer programs. Developed full product plans.

## **EDUCATION**

---

**Bachelor of Arts**, Economics, University of Michigan, Ann Arbor.