

JESS RUZZ

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OVERVIEW

Jess Ruzz is a creative director, senior copywriter and content developer, and brand identity strategist with 15+ years of advertising and marketing experience. She serves clients spanning multiple business models and industries, including real estate, hospitality, healthcare, high-tech, startups, nonprofits, social media influencers, and more.

GREYSTAR REAL ESTATE PARTNERS

Senior Manager, Corporate Marketing Strategy **May 2016 – February 2020**

Supported the growth of an in-house corporate marketing and creative agency function for a global real estate investment, management, and development firm:

- Supported global real estate development by attracting institutional capital, private equity, JV partners, and other funding (along with third-party management clients) by crafting content strategy, writing copy, and overseeing production of video, pitch decks, presentations, and other business development collateral
- Created brand campaigns from concept through execution, including national customer satisfaction and retention programs, internal initiatives, industry events, and recruitment efforts
- Presented corporate marketing strategies and creative work product to C-suite at company headquarters and multiple city office locations
- Developed and oversaw execution of corporate brand standards guide, including partner versions and awareness-building promo kits
- Established voice, researched topics, and wrote thought leadership articles for company executives
- Identified need, developed process, and managed compliant use of investor-reported and other corporate data in marketing materials
- Developed brand messaging for multifamily real estate portfolio sub-brands
- Led national industry awards competition strategy and process while writing narrative content for entries, exceeding all previous wins-per-entry and achieving record high overall wins for the company
- Managed creative team, conducted marketing education for new-hire onboarding, developed and presented in-house training sessions, managing vendors and budgets

LAUREATE INTERNATIONAL UNIVERSITIES

June 2015 – April 2016

Manager, Copywriting Services

- Leading the copywriting function of Laureate-owned Walden University's creatives services group within the in-house marketing team, including mentoring and oversight of one direct report and a team of freelance writers
- Writing effective, engaging copy for a full range of digital, traditional, OOH, broadcast, and other media for B2C, B2B, and B2B2C audiences at various stages of sales funnel; focused on raising brand awareness, student attraction and retention through direct marketing and targeted lead generation campaigns, and business development initiatives
- Expanding and managing the team's capacity to meet organizational mandate SEO content that provides a combination of measurable boosts in search rankings, thought leadership earlier in the user journey, and focus on key programs or initiatives; full ownership of process including keyword development, topic generation and resource assignment, guidance to freelance writers, reviewing drafts with SMEs and editorial team, and collaborating with SEO experts through final posting of articles

- Collaborating with design and editorial team members to ensure new creative is on brand, while continuing to evolve the voice, tone, look, and feel based on performance metrics for various initiatives
- Helping lead creative development and execution of fully integrated "Follow Your Why" Walden brand campaign, in collaboration with creative services group, broader marketing team, other internal stakeholders and multiple external agencies
- Working with traffic manager to assign appropriate resources for incoming and ongoing creative projects

HZDG (HIRSHORN-ZUCKERMAN DESIGN GROUP)

February 2013 – June 2015

Senior Copywriter

Developing brand identity and voice, creative concepts, product/service names, short- and long-form copy, and other campaign components across traditional, digital, and emerging media for high-profile multinational brands

- Serving as dedicated copywriter and strategic advisor for key agency clients like Volkswagen, Hilton, Sunrise Senior Living, The Bozzuto Group, The JBG Companies, NVR and others – specific accomplishments include:
 - Creative concepts, strategic positioning, and proposal writing for Volkswagen agency-of-record RFP response, resulting in HZ landing the account for another three years
 - Copywriting for ADDY® Gold award-winning VWServiceAndParts.com Volkswagen owners' website
 - Conducting and presenting a two-year analysis of all creative and strategic work for Sunrise, resulting in the client renewing the relationship for another two-year period
 - Business reacquisition as a direct result of the client's request for my copywriting services
- Collaborating closely with art directors to execute creative concepts
- Developing creative campaigns and environmental experiences for client partnerships with Universal Pictures, Discovery Channel, SPIN Media, and others
- Crafting content strategy, advising UX teams on client goals and content structure, and teaming with social, SEO/SEM, and email marketing experts to drive audience response
- Writing video scripts, developing storyboards, directing shoots and voiceover work, and advising during editing process
- Presenting creative concepts and strategies to internal, client, and new business stakeholders
- Developing and executing strategies for new business pitches and client presentations
- Interviewing and training junior copywriters; mentoring junior colleagues across all disciplines

HIGH ROCK STUDIOS

December 2011 – October 2012

Brand Strategist & Copywriter

- Content development, creative concepts and copywriting for websites/mobile, print campaigns, press releases, blogs, email, and other internal/external marketing collateral for a range of B2C and B2B clients
- Tactical marketing plans, social media strategy and brand identity development
- Business development, proposal writing, and pitches with agency principals and account team
- Video scriptwriting, interviewing, and storyboard treatments for broadcast TV commercials, corporate marketing videos, interactive kiosks, etc.
- Broadcast radio scriptwriting and voiceover
- Information architecture, site navigation, and UX/UI advising

VERTIS COMMUNICATIONS

March 2010 – November 2010

Copywriter

- Concepting and copywriting for wide-distribution B2B direct marketing lead generation campaigns
- Creative new business pitch collateral targeted to prospect's brand
- Writing industry/channel-specific resource guidebooks for lead generation campaigns
- Researching and writing product-specific sales tools and presentation materials

MERRICK TOWLE COMMUNICATIONS**January 2006 – March 2010****Lead Copywriter**

- Advisor to Creative Director and liaison for Copy Department matters
- Writing new business proposals and leading pitch teams to land in-category and out-of-category accounts
- Reviewing creative materials for strategy, accuracy, and alignment with client goals
- Supervising and mentoring copy/proofing intern
- Continuing to perform all Copywriter responsibilities

Copywriter

- Teaming with art directors to develop award-winning print/digital campaigns for national real estate clients
- Working closely with production and media experts to develop fully-integrated strategies and ensure in-budget placement and production feasibility
- Assisting with keyword research and writing SEO copy to measurably improve website traffic

Proofreader

- Preventing costly reprints and ensuring quality control via review of all agency-produced and client-provided materials, including print ads, brochures, maps, floor plans, websites, technical manuals and other items
- Preparing agency proofreading manual and client-specific style guides

BUSINESS OWNER**JESS RUZZ****November 2010 – present****Creative Director, Marketer & Brand Strategist**

Transforming client goals into strong, targeted, results-driven copy and concepts for fully integrated B2C and B2B marketing:

- Developing subject matter expertise in architecture/engineering, automotive, construction, cyber security, education, energy services, entertainment/sports, high-tech, hospitality, health/medicine, industrial, legal services, non-profit, real estate, retail/consumer products and others
- Focus on brand architecture, brand voice development, and creative copywriting for startup and small business operations or larger entities seeking assistance with overflow work
- Adapting to established brand voices to ensure consistency across all marketing materials

EDUCATION

- Juris Doctorate, University of Maryland School of Law, 1999
- Bachelor of Arts, English, Tufts University, 1996