

JESS LIBERT

SR. COPYWRITER



PORTFOLIO

CALL

708.691.9511

EMAIL

Jessundressed@gmail.com

EDUCATION

Columbia College, 2012



SUPER POWERS

Optimizing social
Rallying teams
Spanglish

ABOUT ME

Boundless enthusiasm and insatiable curiosity drive my success. I built a brand and community for my blog Jessundressed.com as a hobby, and it ignited my career. Now, I use creativity + any-sized budgets to pay in spades for brands—pulling heartstrings and dollars their way.

EXPERIENCE

WHIRLPOOL

Senior Copywriter 2021—Current

- Worked cross-functionally to develop + present creative solutions for internal business problems
 - [#MadeWithKitchenAid](#) earned 1.7M in UGC
- Led Jennifer Garner influencer efforts
 - [Mix It Forward](#) program increased viewership by 2M views with a single asset + boosted content views by 44%
- Crafted + directed [KitchenAid's](#) social content from idea to production to final post
 - Garnered >150K in organic content views

CCI AGENCY

Associate Creative Director 2017—2021

- Wrote, planned, directed, casted, and oversaw productions while managing budgets and timelines
 - Increased CCI's new visitor traffic >26% in 1 year
- Developed video, digital, social, experiential, print, radio, TV, and email campaigns:
 - [Hinsdale Nurseries](#)
 - [Premier Physicians](#)
 - [Serenity House](#)
 - [Core Homes](#)
 - [West Suburban Bank](#)
 - [Chicago Sports + Spine](#)

MCDONALD'S

Copywriter 2015-2017

- Led social calendars, oversaw production
- Mentored community managers on how to create consistent, fresh messaging
 - Garnered 3.5K organic RTs with [viral content](#)

JIM BEAM

Copywriter 2014-2015

- Led social calendars, oversaw production
- Wrote new-release copy for [Chicago Loop billboard](#)

OTHER PROJECTS

SKITTLES SPEC PARKWHIZ CHEEKY CHICAGO
SEARS CORP TCW MAGAZINE [JESSUNDRESSED](#)