

Natalie Jackvony

smart copy. sometimes funny. never boring.

whatelsecanibe@gmail.com

praise

“Repeatedly, teammates say Natalie, more than any other writer they’ve worked with, dives into a client’s business to understand the complexity and nuance required to deliver great work.”

“She has a broad and sharp array of writing skills from headlines and online ads to deep, complex long-form copy.”

“Natalie has done a tremendous job of elevating our approach to storytelling and many teams now rely on her ideas and vision.”

“Natalie’s quality of work is always excellent. She’s creative and full of ideas, and backs up each idea with sound reasoning and a strong creative process. And she hones in on the right questions to ensure she fully understands what we are trying to accomplish.”

“She grew up in Rhode Island. I don’t understand how she doesn’t have the accent.”

gigs

Copy Director @ The Grommet

2014-now Somerville

Lead a team of writers that helps small businesses promote their innovative products in videos, emails, web copy & campaigns, social media posts and ads.

Collaborate with designers and media team to create brand campaigns, ads and content marketing.

Put a human touch, humor, or positive spin on everything from tech to luxury goods to a motion-activated toilet light.

Senior Copywriter @ SapientNitro

2011-14 Boston

Brands: Dunkin’ Donuts, CVS, Citizens Bank, Philips Healthcare, Sunglass Hut, MIT

Devised concepts and wielded the metaphorical pen for web and mobile, social media, RFPs and client pitches.

Gave clients countless fun, intriguing ideas, many of which got canned by overly conservative execs.

Copywriter @ J. Walter Thompson

2010-11 New York

Brands: Rolex, Kleenex, Nestle, Trident, Listerine, Stride Gum, Poise

Expressed ideas and strategies dozens of different ways.

Spun creative briefs into a myriad of campaign concepts for print, television, social media and web.

degrees

M.S., Communications @ VCU Brandcenter Richmond

Industry-leading program for advertising and branding (according to the administration and others).

B.S., magna cum laude, Marketing @ Boston College Chestnut Hill

In campus-wide contest, our rendition of Run DMC’s “It’s Tricky” earned 2nd place. (Vote recount pending.)

prior life

Business Lawyer @ Various firms, big & small Orlando, Boston, Providence

Feigned laughter at 4,327 lawyer jokes told by clients, friends and strangers.

Avoided court by practicing business law and negotiating deals.

Wrote skits and parody songs skewering partners.

JD, with honors @ Duke Durham

Took true-to-life trial course where volunteer jurors fell asleep.

Was basically softball team MVP (aka third female needed to play).

etc

Certified Prana Flow Yoga Instructor, 500 RYT.

Adept at weaving sitcom and SNL references into everyday conversation.

Require some form of chocolate, daily. Preferably dark.

Already know or can learn whatever software your company needs me to.