Jill Whysel

Creative Director ★ Award-winning Writer

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Bag o' tricks —

- concept development
- creative direction
- copywriting
- integrated marketing
- digital marketing
- social media
- branding + identity
- direct response
- loyalty marketing
- content strategy + development
- video + broadcast
- events/experiential

Client side —

To truly know a client's pain is to walk in their shoes. Part Puma, part Prada, at the end of the day for me it's about building brands and driving measurable results with wit and style.

Perricone MD •Morgan Stanley, NY •CIBC World Markets, NY •Muriel Siebert & Co., NY, Sugarbush Resort, VT

Currently Curious with: Perricone MD, international skincare {contract to permanent 03.17 – Present
Implemented new voice and messaging strategy for their global rebranding, from packaging and print, to in-store and digital. Concepting and writing for global brand, retail and digital. Managing 2-3 freelance copywriters.

Agency —

From mineral water to overpriced java, I can sing in any brand voice and belt out commanding creative that's never watered down or too bitter.

Organic •Razorfish •Ogilvy West •Publicis •Tribal DDB •Modem Media •Carlson Marketing Group •Grey (NY) •Bigfoot Interactive (NY)

Freelance —

Sometimes a bridesmaid, sometimes a bride; I don't have to get hitched to help a business find their voice and engage their audience.

Adobe •American Red Cross •Autodesk •Cendant Corp •Charles Schwab •Coyuchi •Fiserv •F'real Foods •Jamba Juice •Men's Wearhouse •Microsoft Xbox •Oracle •Quaker Oats •Standard & Poor's •Verizon Wireless

Good ideas —

- Snagged four Addy Awards (3 Silver, 1 Bronze) for Calistoga and Sprint work
- Developed Sprint's "You are the hotspot," their most successful direct response campaign to date
- Creative Directed World Wildlife Fund's first interactive newsletter, featured in Chronicle of Philanthropy
- Published, Marketing Magazine: "The Web offers a way to 'sell' complex financial products without a sales pitch."

The checkered past —

Perricone MD, (contract-to-perm) Associate Creative Director, 2017-Present
Curious Unlimited, Principal Iconoclast, 2009-2017
Razorfish, Associate Creative Director 2008-2009
Ogilvy West, Senior Copywriter 2006-2008
Publicis, Senior Digital Copywriter 2005-2006
Tribal DDB; Modem Media; Morton Creative, Freelance Copywriter 2005
Carlson Marketing, Senior Strategist/Copywriter 2004
Independent Consultant, 2003
Sugarbush Resort, Marketing Director 2002
Independent Consultant, 2001-2002
Bigfoot Interactive, Group Creative Director 2000-2001

Preparation for the real world —

SVA, Copywriting • Washington College, B.A. Honors English • Bennington College, Literature

★*Comprehensive resume with mesmerizing details furnished upon request.*

BRANDING, STRATEGY & IFAQ PROWESS ★ BRANDING, STRATEGY & IFAQ PROWESS ★ BRANDING, STRATEGY & IFAQ PROWESS ★ BRANDING, STRATEGY & IFAQ PROWESS ★ BRANDING, STRATEGY & IFAQ PROWESS ★ BRANDING, STRATEGY & IFAQ PROWESS ★ BRANDING, STRATEGY & IFAQ PROWESS ★ BR