**Crystal Jenisch**

(201) 801-0717

Portfolio: www.[crystaljenisch.com](http://divinewrite.yolasite.com)

SEO Copywriter • Product Copy • Catalog Copy • Web Content • Landing Pages

Email Marketing • Package Copy • Banner Ads • Collateral • POP • B2B • B2C

Creative, enthusiastic and accomplished marketing communications professional with extensive experience in multiple communications disciplines, including product-specific and brand image advertising and public relations.

* Excellent writing and presentation skills
* Strong brand development background
* Recognized as both a motivational leader and keen team player
* Proven track record of developing effective business communications that achieved results on budget, on strategy and on deadline

**Select Achievements**

* Was instrumental in increasing Benjamin Moore’s Google ranking via search engine-optimized (SEO) content:
* Increased natural search visits 62%
* Increased first-page ranking percentage from 34% to 60%
* Increased rankings for long-tail search terms
* Achieved consistent number-one position in first-page ranking over the competition for non-branded keyword search
* Developed brand voice for Martha Stewart Crafts for EK Success Brands and implemented the brand strategy across all marketing communications vehicles, including product packaging copy for more than 600 products, marketing and promotional copy, and web content.
* Conceived and launched Panasonic’s corporate public relations web site, dedicated to serving the needs of members of the press, and managed content on a daily basis. The Panasonic Pressroom site united multiple division companies and subsidiaries under one brand identity, facilitated productive internal communications among product groups, generated public awareness, and resulted in increased press inquiries and media coverage.

**Work History**

May 2015 – Present

C & A Marketing

Sr. Copywriter

Create and implement traditional and digital content for all marketing, branding, and product-specific communications, including packaging, web content, and collateral materials. Supervise freelance and temp copywriters.

December 2012 – July 2015

Freelance Copywriter

Web content (e-commerce, landing pages, blog articles), collateral materials, ads, packaging, email marketing. Clients include Panasonic, Zeikos, Myron Corp.,Tristar Products, Samsung.

September 2011 – December 2012

Benjamin Moore

SEO copywriter (full-time contractor)

Wrote and optimized articles, microsites and other content for Benjamin Moore's web site. Specified title and meta tags, meta descriptions, and keywords for 500+ web pages. Developed creative copy for integrated web, email and print advertising executions.

August 2009 – September 2011

Freelance writer

Catalog, print advertising, direct mail, and web copy. Clients included EK Success Brands (Martha Stewart Crafts, Inkadinkado, K & Company), Myron Manufacturing, Wyndham Hotels RCI vacation properties, Toys ”R” Us, Babies ”R” Us, FAO Schwarz.

August 2009 – May 2010

Designer Greetings

Editorial Director

Created and managed content for greeting card lines. Ensured prompt execution of seasonal product deliverables. Developed and maintained content database. Began as a temporary editorial assistant and was hired as permanent Editorial Director two months later.

August 2006 – March 2009

EK Success Brands

Senior Copywriter / Creative Content Developer for Martha Stewart Crafts

Produced copy for product packaging, educational materials, and web content for Martha Stewart Crafts and other brands. Created and managed content for marthastewartcrafts.com. Began as a freelance consultant and was hired as a permanent employee after six months.

June 1997 – February 2006

Panasonic Corporation of North America

Senior Manager of Creative Services, Corporate Public Relations Division

Developed and executed product and corporate messaging strategies for various media audiences. Created and maintained the corporate public relations web site and produced content.

September 1985 – June 1997

Panasonic Consumer Electronics Company

Senior Advertising Manager

Developed creative strategies for national and local advertising campaigns. Produced internal and external communications supporting corporate marketing campaigns and brand initiatives for a broad range of consumer and business products. Was successively promoted from copywriter to Creative Group Head, Advertising Manager, and Senior Advertising Manager.

**Education**

Rutgers School of Business, 2015: Certification in Digital Marketing

Bergen County Community College, 2011: Certification in Internet Marketing

New Jersey City University: Bachelor of Arts, Media Arts (Magna cum laude)

Bergen County Community College: Associate of Arts

**Awards**

Two-time Silver Award winner for Industrial A/V scriptwriting, International Film and Television Festival

Two top award-winning advertising campaigns in global competition among all Matsushita Electric Industrial Company divisions and subsidiaries

Literary Award for poetry, Bergen County Community College