

Jillian Edmundson

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Dynamic and versatile professional with a passion for crafting compelling narratives and engaging visual content. Background in copywriting, a Bachelor's degree in English, and proficiency in graphic design. Seeking opportunities to contribute creativity, strategic thinking, and innovation to a dynamic team.

EXPERIENCE

Self-employed, Knoxville — *Freelance*

OCTOBER 2023 - Present

- Creating visually striking designs for clients spanning various industries, including branding materials, marketing collateral, and digital assets.
- Translating client visions and objectives into impactful visual concepts, incorporating principles of design, typography, and color theory to deliver compelling graphics.
- Demonstrating proficiency in industry-standard design software, such as Adobe Creative Suite, to produce high-quality deliverables within project timelines.
- Cultivating strong client relationships through effective communication, attentive listening, and responsiveness to feedback, resulting in repeat business and referrals.

Morris Creative Group, Knoxville — *Content Strategist*

FEBRUARY 2023 - OCTOBER 2023

- Conducted in-depth research initiatives to formulate and implement robust digital strategies, driving enhanced online presence and visibility for diverse clientele.
- Crafted compelling copy tailored to website pages, email campaigns, and various marketing materials, strategically targeting and resonating with specific audience segments.
- Engineered a cohesive content framework, meticulously refining voice and messaging to maintain brand integrity and consistency across all communication channels.
- Delivered personalized consultations to discern client objectives and requirements accurately, facilitating the development of tailored creative solutions that met and exceeded expectations.
- Orchestrated seamless collaboration among creative teams, ensuring streamlined workflows and timely project completion while upholding the highest standards of excellence in copywriting and content creation.

SKILLS

Adobe Creative Suite

Canva

Project management

Interpersonal communication

Research

Strategy development

AWARDS

Phi Beta Kappa Honors Society, offered membership for academic prestige

Volunteer of Distinction, awarded for consistent academic success in humanities

Summa Cum Laude, graduated with high honors

LANGUAGES

English

Italian

Latin

ENVY Brand Studio, Knoxville — *Director of Copywriting & Director of Management*

MAY 2022 - FEBRUARY 2023

- Spearheaded comprehensive market research initiatives across five distinct industries, analyzing trends, consumer behavior, and competitive landscapes to inform strategic copywriting decisions and maximize client impact.
- Produced engaging long-form and short-form copy for a variety of digital platforms including websites, blogs, and white papers, leveraging keen insight into audience preferences and industry best practices to drive engagement and conversion.
- Facilitated transparent and efficient communication channels between team members and management, fostering an environment of collaboration, accountability, and shared vision throughout all stages of project development.
- Pioneered team building activities and initiatives focused on emotional wellness, cultivating a supportive and inclusive work culture that prioritized mental health, creativity, and professional growth.
- Organized and chaired weekly meetings to assess project timelines, address team concerns, and optimize workflows, ensuring alignment with organizational objectives and the timely delivery of high-quality deliverables.

EDUCATION

University of Tennessee, Knoxville — *Bachelor of Arts (English/Humanities)*

AUGUST 2019 - MAY 2021

- Developed strong analytical, critical thinking, and communication skills through coursework focused on literature, rhetoric, and creative writing.
- Strengthened proficiency in written expression, grammar, and storytelling techniques, fostering a deep appreciation for the power of language in shaping perceptions and influencing audiences.