

Jennifer Cowitz

A clear message is the backbone of any brand, and building a message that sticks is what I do. I am committed to setting standards, breaking boundaries, and following hard data to create the best experience for any customer.

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CORE COMPETENCIES

- Web copy
- UX Copywriting
- Concepting
- A/B testing
- Site Performance
- SEO
- Presentations
- Collaboration
- Communication

EXPERIENCE

Copywriter II, Digital Creative Team

Salesforce / San Francisco, CA / February 2017 - Present

Over the past year and a half, I have worked across almost every cloud and PMM organization at Salesforce writing for Salesforce.com. A few highlights:

- Launched new product line, which saw 25.7K trials in the first 6 months of launch, and 3.5K closed deals.
- Redesigned chat to boot engagement 80% in two weeks, 60% YoY.
- Redesigned form pages to boost conversion 104%.
- Wrote an acclaimed equality film with 250K+ views in first 6 months.
- Wrote for Google, Apple, Alibaba, and other major partnerships.

Copywriter, Analytics Cloud

Salesforce / San Francisco, CA / July 2016 - October 2016

My contract position focused on the same product on which I led campaigns.

- Wrote copy for social posts, case studies, ebooks, product brochures, videos, login promos, etc., all within the Salesforce company voice.
- Created and updated campaign materials for a product rebranding.

Marketing Coordinator, Analytics Cloud

Salesforce / San Francisco, CA / August 2015 - July 2016

I worked with account executives, product marketers and 30+ other teams to fuel all forms of demand generation, including driving pipeline health and spend return in terms of ROI, ACV, MCP, etc., organized and executed events.

- Built an email marketing journey generating \$7M+ in open pipe.
- Designed, planned, implemented, and drove a new program for sales that drove over \$2.5M in open pipe during its first two months.
- Created comprehensive quarterly plans that helped my team to exceed targets, under budget, every quarter while in my position.

Assistant Entertainment Director, MN Renaissance Festival

MidAmerica Festivals / Shakopee, MN / June 2012 - October 2015

- Designed and cast a new event space at MRF that specifically drove record-breaking attendance and saw + 23% total revenue.
- Oversaw the contract negotiating and processing for a 600+ cast.
- Maintained a strong brand image and healthy communication among press, workers, crafters, and performers, emphasis on social media.

HIGHLIGHTS

10+ years experience in editing and writing

10 years communication and mediation training

9 years experience in office admin/corporate climate

SKILLS

Writing: Web copy, blog, SEO, SEM, UX, social media, case study, film, pr, formal, essay, journalism

Microsoft Office Suite: Word, Excel, Powerpoint, OneNote, OneDrive, Publisher, Outlook

Adobe Products: Photoshop, Illustrator, Lightroom, Acrobat

Salesforce products: Sales Cloud, Service Cloud, Einstein Analytics

Web Copy and Design Tools: Invision, Sketch, Kapost, Conductor

Website Builders: WordPress, Squarespace, Wix, Weebly, Virb, etc.

Social Networking: Tumblr, Facebook, LinkedIn, Twitter, Instagram, Snapchat

Operating Systems: Windows (NT, XP, 7, 8, 10), Mac, Linux and Android Systems.

Business Management: Bookkeeping, contracts, employee relations, interviewing, hiring, training, scheduling, delegation

Basic HTML skills

Conversational Spanish

EDUCATION

UC Berkeley (2007-2011)
BA in Rhetoric, minor in English