

jen wittkopf

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experience

Freelance Writer/Editor | December 2005 to present

- Provided fresh content for point-of-purchase signs in the home and kitchen sections of Kohl's stores.
- Wrote copy for point-of-purchase displays, promotional banners and a visual merchandising guide for Oreck as a contractor for Renee Corbin Design, Inc.
- Produced online content for Michelinas.com; researched a wide variety of topics and conducted in-depth interviews.
- Developed copy for entire fall and winter 2006 Lands' End 16W-26W catalogs; worked both on-site and remotely to gather information and write about an extensive product range.
- Edited and proofread nine online courses for ContinuingEdExpress.com.
- Presented a seminar entitled "Slam Dunk Websites" to the National Association of the Remodeling Industry (NARI), Minnesota chapter; focused on website best practices and how to create a robust online presence on a small business budget.
- Developed website and direct mail copy for Open Air Concepts, a full-service remodeling company.
- Contracted through BrainTraffic agency as copywriter for the launch of GetGoMN.com, an online community for entrepreneurs and investors.

Target Corporation | December 2003 TO December 2005

Creative Manager

- Provided creative leadership to a team of 12 designers and five writers to produce fresh content (50-200 pages per week) for Target.com, the Web's fourth most visited retail site.
- Responsible for protecting and enhancing the Target brand (copy and design) on all selling pages.
- Partnered with and directed advertising agencies to produce banner campaigns, home page concepts and special projects.
- Worked closely with marketing strategy teams to meet business needs with compelling and effective online creative.
- Led copy team for redesign of site-wide checkout function from concept development through execution of final product.
- Wrote and edited copy for award-winning, guest-facing pages, e-mails, banners and boutique pages to reflect the Target brand promise.
- Managed direct reports, providing editorial feedback and career direction.
- Planned and wrote seasonal style guides.
- Developed efficient workflow processes.

Target Corporation | December 2003 TO December 2005, continued

Copywriter

- Wrote high-visibility copy for category pages, banner ads, external e-mails and special projects.
- Created main image and promotional copy for the Target.com home page, viewed by millions of guests weekly.

Lands' End, Inc. | September 1998 TO August 2003

Copywriter/Lead Writer

- Wrote product copy and editorial content for primary Lands' End catalog and landsend.com.
- Acted as lead writer on launch of Lands' End Women 16W-26W catalog; charged with introducing the Lands' End brand to a new group of consumers.
- Partnered with graphic designers to produce compelling, productive spreads; co-produced cover designs and page 2/3 editorial content.
- Worked with merchants to create and utilize strong product positioning statements.

American Medical Security | August 1994 TO August 1998

Writer/Project Specialist

- Created personalized monthly newsletters for more than 25 sales offices nationwide.
- Designed all newsletters from mastheads to overall layouts.

Production Specialist

- Wrote and designed direct mail pieces and internal collateral.

Employers Health Insurance | April 1993 TO December 1993

Product Specialist

- Created and maintained marketing materials for sales offices.

March of Dimes-Great Northern Lakes Chapter | January 1992 TO April 1993

Community Director

- Planned fundraising events, including volunteer management and recruitment.
- Wrote press releases and acted as media spokesperson at events.

Education

St. Norbert College, De Pere, Wisconsin | Bachelor of Arts, 1991

Major: Communication, Media, and Theater | Minor: Music