

## **Creativity Coach, Writing, Marketing**

### **Qualification Highlights**

- Recently created a direct mail postcard test for MagiKan owner Bumkee Kim that yielded a 10% conversion rate
- Was selected by a U.S. Olympic athlete to serve as his "voice" for several of his blogs on sports journal findings, strength and training do's and don'ts, as well as several manuscript length projects
- Achieved the rank of #15 on Guru.com's global network of freelance writers, editors and translators (out of a total of 33,000+)
- In April of 2007, a screenplay that I collaborated on, Just This Side of Salem, was selected to compete in the 2007 Beverly Hills Film Festival
- In the first half of 2007 alone, I've worked with my team to create more than 20 ghostwritten manuscripts for clients from all across the globe
- In January of 2007, my personal writing services ([www.JenniferGibbs.com](http://www.JenniferGibbs.com)) were combined with those of 7 other talented professional writers to create a small but powerful writing agency ([www.write-away.us](http://www.write-away.us))

### **Professional Experience**

#### *Ghostwriting:*

- I regularly team up with clients to produce full length manuscripts on a wide variety of topics (including real estate, investing, personal finance, weight training, motivation, alternative medicine, etc.) generally starting with less than one page of preliminary information and delivered in less than one calendar month
- Regular projects include: Manuscripts for self-publication, manuscripts for mainstream publication, digital publications, free reports, even curriculum
- Due to the high quality of my writing and professional service, I've been chosen by clients from all across the globe (Canada, US, Mexico, El Salvador, Guam, China, Japan, Lithuania, Britain, Ireland and Russia, just to name a few) to serve as the voice for their passion and inspiration

#### *Creativity Consulting:*

- I'm regularly called upon to create not only finished manuscripts, but also a great deal of the grunt work that goes on before a manuscript can ever be started. This includes research, planning, market research, deciding which publishing option works best, testing titles and promotional options, etc.
- In 2007 alone, I've assisted nine writers in creating full length manuscripts that went on to become traditional, print publications. We handled everything together, from start to finish.
- While it's very rare for a ghostwriter or other work-for-hire professionals to receive any true acknowledgement for their services, three of my clients have incorporated ads or other special thanks in their finished manuscripts.
- Developed professional team to deliver quality results, on-time and within budget.
- Designed templates for standard documents, reducing the time to produce a new final document by half.
- Interviewed clients to explain design options and formulate specifications for artwork.
- Negotiated writers' contracts to ensure deliverables and deadlines.

#### *Marketing & Promotion:*

- Supervised the creation of marketing materials to maintain consistent, high quality message and presentation.
- Met with program coordinators to determine event parameters and formulate initial plans.
- Supervised collateral and print production processes from initial concept to completion.

- Developed media and analyst relations, coordinated press releases, and strengthened corporate identity.
- Evaluated effectiveness of strategies in order to focus on most rewarding and profitable approaches.
- Strengthened ties with local community leaders through outreach programs while reinforcing brand recognition in target areas.
- Spearheaded development of professional Web presence and centralized Web development within Public Relations unit to maintain corporate standards.
- Wrote press releases, FAQs, datasheets, and informational articles to announce new products.

### **Skills**

- Direct mail and direct response copywriting
- Real estate industry writing and reporting
- Health and wellness writing, publishing and marketing
- Email and newsletter campaign creation
- Professional formatting, design and .pdf conversion
- A solid understanding of and ability to implement viral marketing techniques
- I also own and operate a small work-for-hire writing agency that caters to both US and international clients

### **Portfolio**

#### *Recent Clients:*

- Dana Jordan, [www.UniversalClass.com](http://www.UniversalClass.com) (course development and marketing materials)
- Rhadi Ferguson, [www.Rhadi.com](http://www.Rhadi.com) (newsletter articles, ebooks, blog writing, etc.)
- Dr. Eric Schneider, [www.theacupreneur.com](http://www.theacupreneur.com) (membership materials and promotion)
- Bumkee Kim, [www.magikan.com](http://www.magikan.com) (direct mail, distributor recruitment, branding initiatives)
- Robin Anthony, [www.renuherbs.com](http://www.renuherbs.com) (newsletter campaigns, white paper creation, consulting)
- Alex Konanykhin, [www.kmgi.com](http://www.kmgi.com), [www.publicityguaranteed.com](http://www.publicityguaranteed.com), [www.defiancethebook.com](http://www.defiancethebook.com) (press release creation, radio ad scripts, radio ad interview "speech" creation, book marketing materials, book review writing)
- Gerard Brandon, [www.eplixo.com](http://www.eplixo.com), [www.gurumanager.com](http://www.gurumanager.com) (course content creation, web content creation, product release assistance)
- Heath Dorminey, The Moultrie Magazine, (regular contributor and feature writer)