

**Profile**

**Gig Economy Senior Marketing Communications Professional with proven expertise in short- and long-form copywriting, content development, storytelling, content marketing, content strategy, branding, corporate identity, copy editing and proofreading, providing clear, on-point messaging in all media channels for B2B, B2C, B2E audiences in leading industries – driving sales.**

***Messaging with a Point***

*It's a clear message, fostering no questions.  
 It's succinct. It's sharp...communicating with impact.  
 It's getting your point across – clearly.  
 It takes listening...and understanding.  
 It takes synthesizing complex information.  
 It takes wordsmithing, finesse, and nuance.  
 It's a simple concept. But it's not simple to create.  
 It means that the person you're communicating to gets it – and takes the action you want.  
 It's up to the communications professional to make it happen.  
 You think you're saying it right. But what if you're not being as clear as you think?  
 What if your point is missed?  
 It's possible to always deliver **Messaging with a Point** – working with Jackie Deutsch.*

Engaged for succinct, fresh, rhythmic writing style ▪ creative wordsmithing ▪ copy organization for best readability ▪ communications clarity ▪ idea generation ▪ synthesizing complex information ▪ delivering concise copy to fit ▪ sharp copy editing and proofreading ▪ ensuring copy meets style manual and corporate identity guidelines ▪ aligning content with design ▪ brand storytelling ▪ speed and precision ▪ attention to detail and follow-through ▪ collaborative teamwork. Skill set powered by creativity ▪ flexibility ▪ initiative ▪ high energy ▪ know-how ▪ can-do attitude ▪ innovation ▪ organization ▪ writing expertise ▪ quick study ▪ grace under pressure ▪ dedication to meeting deadlines on budget ▪ passion to deliver the most effective, persuasive, error-free copy that gets positive results. [Jackie Deutsch Brand and Content Guru LinkedIn Profile](#).

**Skill Set**

**Copywriting/Content Development**

- Write to sell/inform through external and internal print, digital and video communications
- Deliver engaging, easy-to-read, targeted, results-driven, compelling copy that meets objectives
- Wordsmith and restructure copy for most effective and creative content/message delivery
- Write, rewrite, edit and proofread branded copy for online and offline communications tools, understanding the nuances of each and its purpose
  - Websites/Microsites/Landing Pages/Social Media/Blogs
  - Brochures/Fact Sheets/Capability Overviews
  - Whitepapers/Case Studies
  - Thought Leadership Perspectives/Industry Reports
  - Event/Promotional Collateral
  - Email Campaigns/Direct Mail Communications
  - Scripts/Presentations
  - Employee/C-level/Client/Corporate Communications
  - Ads/Advertorials
  - Corporate ID Guidelines/Brand Books/SOP Manuals/Process Workflows/Annual Reports
  - Corporate Magazines/Newsletters/Articles

**Marketing Communications/Content Marketing/Content Strategy**

- Deliver strategy, planning, development, concept, copywriting, and editorial management
- Provide creative direction, review design/images for visual identity and integration with copy

**Brand Messaging/Corporate Identity**

- Create differentiated brand communications platforms built on value proposition with brand strategy articulation maps and brand messaging maps
- Develop brand story to communicate benefits and connect to employees and customers

## Skill Set cont

### Copy Editing/Proofreading

- Edit/proofread from first draft to pre-publication cold read for accuracy, clarity, and consistency
- Experienced in editing in AP, NY Times and Chicago Manual styles
- Review documents for technical, style, correlative and substantive editing plus eagle-eye proofreading and fact checking
- Maintain the core messaging through the editing process
- Ensure brand compliance
- Deliver meticulous red-lining that improves copy quality
- Provide QA for copy approval before printing, publishing, or recording

## Expertise

### Industry/Functional Knowledge

- Digital Content Protection/Cybersecurity
- Information Technology/Software/SaaS/Cloud Computing
- Healthcare/Biopharma/Pharmacy Network Management/Pharmacy Solutions
- Financial Services/Retirement Plan Management
- Workers' Compensation/Settlement
- Risk Management/Insurance
- Management Consulting
- Professional Services: Accounting/Tax/Audit/Advisory/Human Resources
- Learning & Development
- Marketing Communications/Branding/Corporate Identity
- Employee Communications/Public Relations/Advertising/Sales Promotion & Support

### Media Channels

- Electronic/Digital
- Social Media/Blogs/Mobile
- Video/Multimedia
- Print/PDF

## Experience

### Work History

- Brand and Content Guru – MarCom Point.Solutions ▪ Gig/Contract/Freelance ▪ 2004 – Present
- Global Marketing Communications Director – BearingPoint/KPMG Consulting ▪ 2000 – 2003
- National Director Proposal & Presentation Services – KPMG ▪ 1994 – 1999

### Gig Clients – ALL repeat business

### Industry

- |                             |  |
|-----------------------------|--|
| ▪ GigaTrust                 | – Digital content protection                       |
| ▪ MHK                       | – Healthcare, pharmacy technology solutions        |
| ▪ Aspire Financial Services | – Retirement plan management and processing        |
| ▪ DST Systems               | – Healthcare and pharmacy solutions                |
| ▪ DRG/Context Matters       | – Drug valuation and market access                 |
| ▪ PMSI                      | – Workers' compensation/pharmacy/DME/settlement    |
| ▪ Kaiser Permanente         | – Healthcare                                       |
| ▪ Salzer Technologies       | – IT business intelligence/outsourcing             |
| ▪ Marsh                     | – Risk management/insurance/learning & development |
| ▪ Pearson                   | – Learning   |
| ▪ Groopex                   | – Web conferencing & LMS integration               |
| ▪ HR CONTEMPO               | – Human capital management                         |

## Education

BA, English, Upsala College

## Portfolio

[Jackie Deutsch Brand and Content Guru](#) ▪ [Year of the Hack](#) ▪ [People Factor](#) ▪ [Employee Handbook Says So](#) ▪ [Compliance Is the New Black](#) ▪ [Long Live Protected King Content](#) ▪ [Prescription for Ailing Healthcare Industry](#) ▪ [Minding the Gap](#) ▪ [Podesta's Risotto Recipe](#) ▪ [aspireonline.com](#) ▪ [imagineplans.com](#) ▪ [hrcontempo.com](#) ▪ [MHK.com](#)