

Jessica B. Konopa

Copywriter

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If I could only tell you one thing, it's this: I love to solve problems with words.

- >**Hill Holliday**
Boston, MA
2007—Present

Senior copywriter for Bank of America, Merrill Lynch, U.S. Trust, Dunkin Donuts, CVS, and Novartis. Blogger for the Hill Holliday blog. I have specific expertise in investing, wealth management, and philanthropy. Responsible for conceptual and strategic communications, including direct, online, print, and collateral.
- >**The Hungry Mouse**
thehungrymouse.com
Boston, MA
2008—Present

Proprietor of The Hungry Mouse (www.thehungrymouse.com), a nationally recognized food blog featuring step-by-step recipes and high-quality photography. Responsible for:

 - Creative development, from site concept and design to copy and photography (3–5 posts per week)
 - Social media and awareness, including regular use of Twitter and Facebook
 - Managing advertisers and affiliate marketing relationships, including Amazon, Google, LinkShare, and BlogHer
 - Recipe research, development, and testing

Site stats: 60k+ monthly visitors, 150k+ monthly page views, Google page ranks up to 5, Alexa rank of 91,428.
- >**Cake House Creative**
Boston, MA
1995—Present

Freelance copy and creative for accounts including Harvard University, Prentice Hall, Liberty Funds Distributor, Citysearch.com, Ziff Davis, Royal Caribbean, MBNA, Talbots, Stop & Shop, and Kroger.
- >**Fidelity Communications + Advertising**
Boston, MA
2005—2007

Senior copywriter for print ads, collateral, interactive, and direct mail for Fidelity's in-house agency. Key accomplishments included writing a 30-minute speech for an executive vice president, serving as conceptual copywriter for the 2005 and 2006 annual reports, and leading strategic copy development for a major service launch.
- >**New Media Publications**
Watertown, MA
2001

Editor in Chief of monthly trade newspapers Boston Digital Industry and New York Digital Industry (circulation: 50,000), as well as a weekly e-newsletter (distribution: 10,000). Oversaw editorial planning, development, and production. Hired, trained, and managed staff. Key accomplishments included rebranding and re-launching both pubs.
- >**TPC/Holland, Mark, Edmund, Ingalls**
Burlington, MA
1999—2000

Account executive responsible for planning and executing direct marketing campaigns. Wrote copy for direct mail, print ads, collateral, and web. Key accomplishments included directing and producing a seven-minute video for a major client presentation.
- >**Best Weekends Magazine**
Southport, CT
1993—1997

Staff writer and editor for regional travel magazine. Pitched and wrote original articles. Key accomplishments included interviewing Second Lady Tipper Gore for feature article.
- >**Education**

Emerson College: Creative writing / French language and literature