***Karla Jacobs***

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A versatile creative talent with 20+ years of experience in consumer and business-to-business advertising and relationship marketing, Karla is a highly adaptive and prolific writer. Clients value her ability to quickly grasp a project’s requirements, speak to the product’s benefits clearly, and adapt the message to the medium.

**EXPERIENCE and ACCOMPLISHMENTS**

**Jacobscreative Ongoing**

Freelance creative and marketing direction for a variety of small, medium, and giant corporations, including
Wells Fargo, Bank of America, E-Trade, Fremont Funds, Fleet Bank, Bank of America, Charles Schwab, and more.

**Director of Content, ITG**   **2011 to 2016**

Responsible for interpreting newly created brand voice to all print and online projects. Ongoing writing for
 new projects, both client-facing and internal.

**e-storm International 2010 to 2016**

Freelanced as the agency’s primary copywriter, writing blog posts, SEO, messaging documents, advertising,
and marketing materials for agency clients: National University, Norton Utilities, McRoskey Mattresses,
Western Union, Giroptic, and more.

**Copywriting, Marketing Consultation, CTB/McGraw-Hill 2007 to 2015**

Worked with Marketing on catalogs, print ads, website writing, promotions, video scripts, presentations,
and e-guides promoting CTB’s educational testing products and initiatives. Most recently, e-guides and
websites for Common Core State Standards and Data Analysis initiatives.

**Senior Writer, Eleven 2010 to 2011**

Various projects for AAA Insurance and ongoing branding project for NetApp.

**Senior Writer, Ogilvy, SF 2011** Wrote online content, banners, online ads, and emails for Wells Fargo.

**Marketing Director, SAPTips 2007 to 2009**

Managed all aspects of marketing for a technical training firm with a year-round schedule ofcourses.

**Marketing Manager, Catalyst Systems 2005 to 2007**

Managed the marketing department for a healthcare consulting firm specializing in nurse workload measurement.

**Public Relations Specialist, Wells Fargo Bank 2004**

Wrote press releases, Q & A documents, talking points, speeches, historical documents, and event invitations.

**Senior Writer/Creative Team Leader, McCann, SF 2003 to 2004**

Wrote and managed a number of major direct marketing campaigns for Microsoft and Charles Schwab.

Helped define and enforce the consistent use of Authentic Voice in all direct marketing communications for Microsoft.

**Communications Manager, DHL Corporation 2003**

Wrote and edited employee newsletters and Intranet site, communicated aworldwide rebranding plan,

announced the opening of a new package sorting hub, and created marketing campaigns for several product launches.

**Creative Director, Foote Cone and Belding, Impact**

Directed a staff of 12 creatives in the sales promotion division of a major San Francisco ad agency.

**EDUCATION:** MA in Sociology/Psychology, Mount Holyoke College, MA

**TEACHING:** Copywriting classes at Academy of Art College, San Francisco

 Teacher/tutor