



Jessica (Jess) Holy  
Copywriter

941-979-1491  
nalajessrk@gmail.com

jessrholy.com  
linkedin.com/in/jessrkh

*References Available Upon Request*

## Education

**Ringling College of Art & Design** | Sarasota, FL  
BFA in Advertising Design, Minor in Business of Art + Design, May 2015  
GPA 3.43/4.0  
*President's List: Fall 2012*

## Experience

### Copywriter, Freelance

*Remote | Nov. 2019 - Present*

Provides copywriting and editing under contract for Power Design, Inc., Tech Data, SYNEX, and now TD SYNEX. Projects have included newsletter emails, social media posts and research, blogs, web ads, email campaigns and website development.

### Copywriter, Tech Data

*Clearwater, FL & Remote | June 2016 - Nov. 2019*

Concepted tag lines for annual Tech Data events, researched and developed lead-generation campaigns for Tech Data's Reseller Connect program, wrote for print collateral, video scripts and in-house signage for vendors such as Apple, Dell EMC, Lenovo, Microsoft, RedHat and VMware. Additionally, I contributed to Tech Data's blog: Authority, and consistently contributed to the Reseller Connect blog.

### Junior Copywriter, ChappellRoberts

*Ybor City, FL | June 2015 - April 2016*

Primarily wrote for Big Brothers Big Sisters of America, but also touched on the Tampa Bay Buccaneers, Mosaic Co., Florida Hospital, Tampa Lowry Park Zoo, Feeding Tampa Bay and Visit Sarasota.

### Intern Copywriter, Mullen NC

*Winston-Salem, NC | June 2014 - Aug. 2014*

Worked on writings from radio scripts to social media advertisements to taglines for companies like Ulta, Food Lion, CSX and Pep Boys.

## Skills

**I get down** with Microsoft Office, iWorks, Workamajig, Workfront and social media.

**Chillin'** with Studio Production and Adobe Creative Suite.

**Introduced** to Photography, App Development and SEO writing.

## Awards & Activities

**12 Professional Addys** – Gold, Silver, Judge's and People's Choice, and Best of the Bay, 2014-2019

**10 Student Addys** – Gold, Silver and Judge's Choice, 2013-2015

**Best Advocacy Website** – Copy Development, 2016

**Who's Who Among Students Inductee**, 2015

**Alpha Delta Sigma Honor Society Inductee**, 2015

**3 Best of Ringling Awards**, 2013-2015

**The One Club's 20th Annual Student Exhibitionist**, 2014

**2nd Place & Best Media Plan** – National Student Advertising Competition, 2014

**1st Place** – SecurityPoint Media Competition, 2014

**3rd Place & Community Choice** – StartUp Tampa Bay, 2013

**Ringling Creative Suite Member**, 2011-2014

## Random Facts

Just spent the last 3 years living overseas in Okinawa, Japan.

Typically read between 50-100 books a year.

Started my running journey in 2020 and have run a 5k, 10k, 12k, 17k, Half, and 100 mile relay.