Jenna Bailey

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Senior Copywriter • Brand & Verbal Identity

Brand writer with six years in-house, turning strategy into engaging language for a 28-location coworking brand and a 750-branch electrical distributor. Builds verbal identities and messaging frameworks and writes end-to-end campaign copy, transforming diverse brands, complex messages, and product offerings into meaningful human experiences.

WORK EXPERIENCE

City Electric Supply
Brand Marketing Specialist — **11/2023 - Present**

- Rebuilt a dormant brand guide with voice guardrails, messaging architecture, and tiered boilerplates, creating the team's primary source for style and messaging.
- Wrote end-to-end campaign copy for diverse target audiences, transforming core messaging ideas from briefs into headlines, taglines, and calls to action worth engaging with.
- Developed scripts for a Founder's Day film series covering the brand story, culture, and customers.
- Collaborated on a 3-writer team to craft event descriptions, push notifications, and UX microcopy in Figma for the CES Connect 2024 app (2,000+ attendees).
- Wrote the launch campaign for CES One-Line Service (landing page, emails, videos, and digital ads), taking the page into the top 20 of ~6,000 site entry pages in its first 90 days.
- Led copy for both the high-level Annual Update that VPs present to vendors and its scaled-down brochure adaptation that branches use to hook potential customers.
- Drove a brand-aligned blog redesign, establishing a cohesive verbal identity and audience-driven content strategy that grew sessions 49% YoY and lifted main-site clicks 50%.

Common Desk, a WeWork Company
Creative Marketing Manager — **01/2022 - 11/2023**

- Directed verbal identity and content strategy across a four-brand portfolio, calibrating voice, tone, style, and messaging guidelines for distinct target audiences.
- Translated brand voice and design standards into practical guardrails for teams across 28+ locations, training staff and instituting an approval gate to ensure asset alignment.
- Partnered with CX to rewrite the customer journey — from website microcopy and tour confirmations to automated welcome flows — increasing campaign-closed leads 120% YoY.
- Crafted the narrative strategy and creative direction for the brand's 10th-anniversary video, which earned 87% more likes than the prior three-month average on Instagram.
- Wrote pages for the company website from the web agency's wireframes, with copy still live three years later.
- Rebranded and repositioned the *Desk Notes* newsletter into *Members Monthly*, shaped with a community-driven editorial voice and recurring features that grew open rates 36% YoY.

Marketing Coordinator — **09/2020 - 12/2021**

- Co-wrote 91 team-suite pages for a new website feature, each covering features, capacity, perks, availability, and a sales inquiry form.

EDUCATION

B.S., Speech, Language, and Hearing Sciences
Texas Tech University Health Sciences Center — Lubbock, TX, USA

SKILLS

Writing: Brand Narrative, CTAs & UX Microcopy, Headlines, Messaging Frameworks, Positioning, Verbal Identity & Tone of Voice, Video Scripts, Website & Landing Page Copy

Process: Agency & Freelancer Management, Cross-functional Collaboration, Writing from Strategy & Stakeholder Interviews

Tools: Adobe CC, Airtable, Canva, Figma, GA4, Miro, WordPress (CMS)