



Unique Skill Set

Scope of experience — Jackie's functional experience is rooted in marketing communications and brand building. She is first and foremost a writer — possessing a flair for turning client information into magical, rhythmic copy that sells — creating brand **Messaging with a Point**. Her portfolio includes corporate identity, employee communications, and marketing collateral. Jackie's industry experience covers professional services, information technology, commercial industries, public services organizations, and consumer goods. MarCom Point.Solutions has a proven track record in print, broadcast, video, electronic, multimedia, and digital channels.

Collaborative work style — Jackie is known for facilitation and consensus building. Her experience in working in matrixed organizations has provided her with a breadth and depth of skills in dealing with points of contact with different agendas...from Marketing to Sales to Human Resources to Investor Relations...and leading the team to a successful implementation of strategic and targeted **Messaging with a Point**.

Passion for results — Jackie's passion for writing, editing, and proofreading is evident in the succinct, clear and pointed copy she delivers. Jackie's passion for branding and marketing communications is evident in the award-winning work she has created over the course of her career.

Creative process philosophy — Jackie fully understands the iterative process of content development and brand building and operates under the philosophy that "the client isn't sure what they want...until they see what they don't want". Jackie digs deep to get to the heart of her clients' ideas. She prides herself on her ability to quickly gain an understanding of their businesses, synthesize complex information, and translate brain dumps into targeted **Messaging with a Point**.

MarCom Point.Solutions is ready to assist you in making
your point...and reaching your objectives.



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