

# JESS TARDY

COPYWRITER, BRAND BUILDER,  
& CREATIVE DIRECTOR.

## CONTACT

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## WHEELHOUSE

- Brand Development & Copywriting
- Creative Direction
- Brand Strategy & Research
- TVC & Integrated Campaigns
- Big Ideas & Small Details

## HECK YES, I DO

- Pitches, Scripts & Sprints
- Keynote Speeches & Op-eds
- Naming & Positioning
- Music Supervision, Scores, Voiceover
- Video, Music & Podcast Production

## TOOLS & TECH

- Slack, Asana, Basecamp
- ProTools, Logic, Descript
- Adobe, Canva, Video Editing
- Powerpoint, Google Slides

## EDUCATION

**Harvard University**, Cambridge, MA  
Bachelor of Arts, Cum Laude  
Folklore & Mythology, Class of 1999

**Pierre's Cosmetology School**, Bangor, ME  
Nail Technician Program, 2003

**Chaplaincy Institute of Maine**, Portland, ME  
Certificate in Professional Chaplaincy 2019

## OTHER

- Ordained Interfaith Community Chaplain
- Licensed Nail Technician
- International Songwriting Contest Runner-Up

## WORK EXPERIENCE

### Freelance Brand Strategy, Boston/Maine/Texas

*One-woman consultancy serving luxury brands, global tech players, and C-suite thought leaders*

**Creative Director & Writer** | 2017-Present

- Guided a remote team of designers, video editors, and writers in developing brands and campaigns
- Served as a fractional on-demand CD for multifamily real estate developers in TX, NJ, & MA
- Led strategic repositioning initiatives for VSCO, Cognex, Ascentria, and Catholic Relief Services
- Agency Clients: Brand Content, Proximity Lab, DraftKings, VistaPrint, Resident360, CloudMellow
- Development partner to Talkhouse, William Morris Endeavor, Aevitas Creative and Amphibian Media creating network pitches for artists/authors/creators across film, tv, and podcasts

### A Little Bit Culty Podcast, Atlanta/Maine/Vancouver

*Chart-topping society and culture show with 25M+ downloads, Top 100 ranking for 8 months*

**Co-Creator & Co-Executive Producer** | 2020-2025

- Operationalized a start-up production, implementing platforms and processes including Slack, transcription, legal review, guest onboarding, and hiring/managing of production partners
- Acted as show liaison to networks, advertisers, press, guests, and industry events including SXSW
- Created intro scripts, vetted guests, created segments and show notes, wrote host-read ad scripts for show sponsors including BetterHelp, RocketMoney, Nutrafol, and Quince
- Created and executed the ALBC brand across social media, press kits, and merchandise
- Wrote book proposals, TV treatments, and a TEDx Talk on cult literacy
- Drove growth to 25M+ downloads and nurtured a hyper-engaged fan community
- Created PR strategy and press releases, while nurturing media relationships and securing placements in *ELLE Canada*, *The New Yorker*, and *Entertainment Tonight* as well as appearances on *Apple Editorial*, Spotify's Editor's Picks, and numerous top 100 podcasts

### Primary360, Boston/Maine

*Integrated ad agency best known for its award-winning work in the real estate branding space*

**Creative Director** | 2018-2021      **Associate Creative Director** | 2017-2018

- Spearheaded campaigns for top multifamily operators including Avalon, Woodmont, and Related.
- Created pitch presentations for Kairoi Residential, raising their pitch-to-conversion rate
- Led strategic repositioning of the Primary360 brand and grew the agency portfolio, winning business for Long's Jewelry, TimeScale Financial, and Catalyst
- Managed the creative team, prepared briefs, served on the Executive Committee

### Small Army, Boston/Maine

*Boutique ad agency now owned by Finn Partners*

**Associate Creative Director** | 2015-2017      **Senior Writer** | 2014-2015

- Created award-winning campaigns for Boston Medical Center, Country Bank, and NetScout
- Managed, mentored, and developed a team of junior writers and interns
- Spearheaded brand repositioning initiatives for TEDx Beacon Street and the WMA Awards

### Previous Experience

**Senior Writer**, Avid Technologies | Burlington, MA | 2012-2014

**Senior Writer**, Targeted Victory/Romney for President | Boston MA | 2012

**Senior Writer**, Arnold Worldwide | Boston, MA | 2009-2012

**Senior Digital Writer**, Starwood Hotels | Austin, TX | 2007-2009

**Honky Tonk Angel**, Music Row | Maine, Boston & Nashville | 2001 - 2007

**Abuzz.com Copywriter**, New York Times Digital | Boston, MA | 1999-2001