

# Terry D. Jones

*Creative Powerhouse • MarCom/Advertising*

Strategy-Driven Copywriting for All Media  
Creative Concept Development and Direction

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<http://www.creativeshake.com/teriyakijones>.

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## Career Summary and Objectives

An interesting and varied career path, winding through the wide world of marketing/advertising, has given me the opportunity to fully explore my professional capabilities—from working in agencies of all sizes, to working in corporate inhouse marketing departments, to running my own business and dabbling in design (if a 15-year diversion can reasonably be called “dabbling”). Now I’m back where I began: focused on writing and creative conceiving, my most formidable talents.

I am equally adept at crafting hard-hitting messages, explaining the highly technical in a way that it can be understood by a non-technical reader, and indulging in the art of storytelling. An active and inspired contributor to any creative brainstorm session, I possess a well-developed understanding of how the words and pictures must play together to create a compelling concept. And I’m truly a team player, with a great awareness and respect for all the different competencies that must come together to make a campaign work.

Recently I had the opportunity to round out my portfolio of work with television spots, adding to a broad mix that already included print, video, web and various other digital media products.

Now I’m ready to fill more of a leadership role in an organization that’s creative, fearless, progressive and fun (in a “whistle while you work” kind of way)—somewhere I can continue to learn new things, stretch my creative muscles and make an intelligent contribution.

***“When Terry first walked in the door at StudioNorth, she was thrown right into the deep end...and she didn’t just swim, she danced on the water.”***

Greg French, V.P. Strategic Services

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## STRENGTHS

- Strong, capable, versatile writer and editor
- Superior problem-solving skills
- Remarkably quick study
- Genuinely—and joyfully—collaborative
- Solid presenter, both internal and client-facing
- Go-to idea generator for brainstorming
- Easily juggle multiple projects, adjust to shifting priorities
- Calm and focused under deadline pressure
- Highly intelligent, excellent communicator
- Great sense of humor

## WEAKNESSES

*Available upon request*

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## PROFESSIONAL EXPERIENCE

### **StudioNorth, North Chicago IL**

*July 2007 to Present*

*Senior Copywriter*

One of two writers in a design-driven agency, responsible for a range of accounts in diverse industries including healthcare, technology, finance and education, both b-to-b and b-to-c. Have helped to incorporate more purposeful strategy- and content-driven best practices into the company's overall creative approach. Employ StudioNorth's proprietary "message mapping" methodology in developing overall brand messaging, helping to keep client brands consistently on message across all tactics and all media. Help clients achieve measurable results. Significant accomplishments have included:

- Reframing annual report for The Morton Arboretum to better reflect the organization's environmental stewardship, creating a sustainable (and award-winning), web-based experience, and rebranding it as the "Perennial Report."
- Core participant in several new business initiatives, contributing to creative concept presentations that helped win or retain significant accounts for StudioNorth.
- Heavy involvement in "gut-rehabbing" of a number of client websites, helping to resolve site-mapping and navigation issues along with rebranding, content development and messaging deployment.

### **Teriyakijones: An Agency of One**

*Oct. 2002 to Present*

*Freelance Copywriter/Designer*

Performed as both a writer, editor and designer on websites, brochures, ads, annual reports, white papers, catalogs, logos and other projects for a diverse group of clients including Northwestern University School of Medicine, Acco Brands, Cardinal Health and many smaller, local businesses; and on a pro bono basis for nonprofit organizations including LaCASA Zacharias Center, Career Resource Center, Taproot Foundation and Citizens Alert.

Significant accomplishments included:

- Concept, design, copywriting, photography and web/flash programming to create website for small retail gift shop (non-e-commerce), [www.perennialevanston.com](http://www.perennialevanston.com)
- Concept, design, copywriting and flash programming for series of web-based tutorials demonstrating search functions on website of a major biotech publisher

### **Elite Graphic Images, Ltd. (now Elite Communications) Northbrook, IL**

*Sept. 2000 to Oct. 2002*

*Copywriter/Producer/Designer*

As first staff writer hired by this 35-person design shop, I was responsible for all copywriting functions, including print, web and multimedia projects, proposal writing and other external written communications, while simultaneously serving as senior level print designer, multi-media producer, project coordinator, and account executive, as required. Took lead on projects requiring high-level concepting. Good client presentation skills. Significant accomplishments included:

- Research, writing and production of a 30-minute multi-media presentation, distributed on CD, to educate physicians on the science behind Abbott Laboratories' newest HIV drug.
- Concept, copywriting and execution of creative for Abbott foundation's presentation to global HR meeting, including scripting for live talent, and speech writing.
- Management of all creative in year-long distribution channel incentive program for Abbott Animal Health.
- Designed winning entry in holiday giftwrap contest sponsored by Wicklander Printing/Potlatch Papers.

**Wremarketable Graphic Design** Mundelein, IL

*1987 to 2000*

*Owner/Designer/Copywriter*

A Mac-based design “pioneer,” I started one of the first area businesses offering desktop publishing services.

- Provided design, production and copywriting services, specializing in identity packages, one to four-color catalogs, brochures and packaging, ads, newsletters and presentations for a diverse client list.
- Involved in all aspects of business, including tech support/troubleshooting, print and equipment purchasing, employee management, and account servicing.

**Additional engagements:**

*Copywriter, O&M/Chicago*

*Copywriter/Production Coordinator, American Hospital Supply Corp.*

# Portfolio of Selected Work

First Midwest Bank Website  
www.firstmidwest.com



Lead content developer on a complete website overhaul for this 100+ branch local banking group. Involvement included collaborating on a new, innovative navigational structure, allowing the user to self-identify upon entering the site; new messaging and overall content development, including content for a new "Life Events" section educating the customer on financial considerations through all life stages. Case study available.

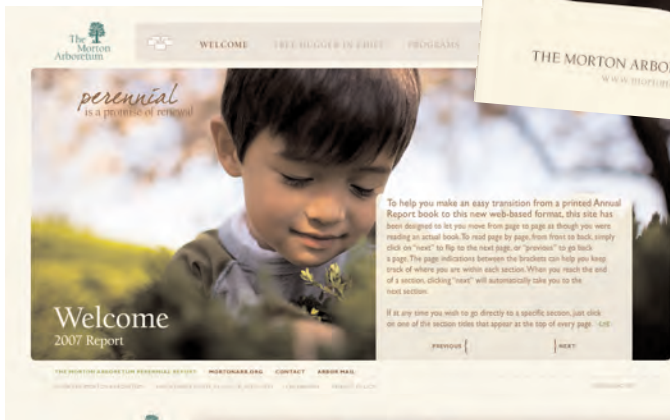


# Portfolio of Selected Work

## The Morton Arboretum "Perennial Report"



Key player in creation of The Morton Arboretum's first web-based annual report, renaming it the Perennial Report; wrote all content, including a series of stories highlighting the organization's initiatives; and a printed announcement/introduction (right), sent to donors to ease the transition from print to web



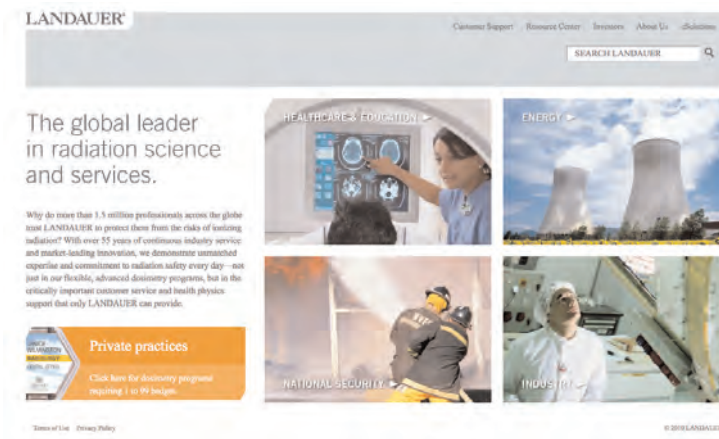
# Portfolio of Selected Work

Follett Software Company Website  
[www.follettsoftware.com](http://www.follettsoftware.com)



Lead writer/creative on recent website overhaul for leading provider of K-12 educational software products. Involvement included collaborating on improved, multi-path navigational structure; new messaging, using message mapping process, for corporate brand and several key products; all new content development for most of the new site; also key collaborator on video case study for their data-driven decision making product (see [www.follettsoftware.com/testimonials.cfm?thID=27](http://www.follettsoftware.com/testimonials.cfm?thID=27)).

Landauer Website  
[www.landauer.com](http://www.landauer.com)



Lead writer/creative on recent website overhaul for global leader in radiation science and services, offering safety products for workers in industries with exposure to radiation.

Involvement included site-mapping and all content creation, including this video:  
[www.landauer.com/energy/technology/osl\\_technology.aspx](http://www.landauer.com/energy/technology/osl_technology.aspx)

# Portfolio of Selected Work

KIDS HOPE USA Website

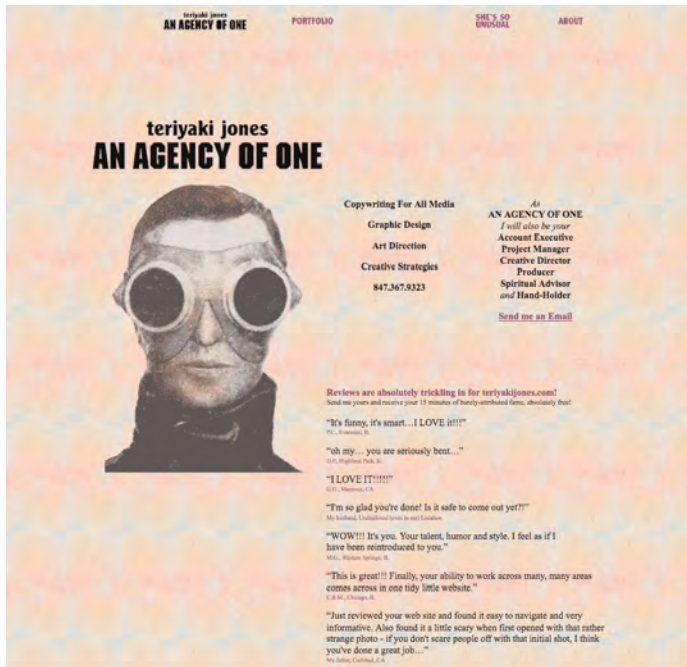
www.kidshopeusa.org



With a shoe-string budget, worked with a small team to completely restructure, realign and redesign this website. Created new messaging around their existing tagline, “One Child. One Hour. One Church. One School,” adding the call to “Do something real.” Also concepted and scripted a series of three animated videos appearing on the site to help convey the importance of the organization’s work.

My Website

www.teriyakijones.com



Developed this entire site to showcase my freelance business and give prospective customers a “taste of Terry.”

I’ve learned a lot about website navigation since this site was produced, and would never create a website using frames again. Have not updated the site in nearly four years, due to the difficulty of working in the aforementioned frames-based site structure...and because I have not been actively seeking freelance clients.

# Portfolio of Selected Work

Q Center Print Ads for Trade Pub



**WE WERE REDUCED TO MAKING SHADOW PUPPETS.**

**Talk about your epic fail...**

Just as you reach the core content in your executive training presentation, a USB cable fails, leaving only a bright empty light projected on the screen. Your "point person" at the hotel fails to respond to your emergency tech support call. So you're left with only one option... shadow puppets.

When technology trouble derails your training event, everyone loses.

At Q Center, the Midwest's largest conference center, we're serious about meeting your business objectives. So you can count on having an integrated, dedicated support team, with a single go-to person to coordinate all your services. Just relax, focus on the big picture, and know your creative force will shine through. No glitches. All results.

**WHAT'S A SUCCESSFUL TRAINING EVENT WORTH TO YOU?**

We believe in creative solutions...but we also believe you should never have to resort to making shadow puppets because technology failed you. We also understand, especially in today's uncertain economic times, organizations are extremely concerned about event expenses.

**So we're prepared to entertain any serious offer. Tell us what a successful training event is worth to you.**

Restrictions apply. Offer for groups of 10 (10) rooms or more on peak night, based on availability and not valid with previously booked or negotiated business. Offer available for a limited time.

 Meetings | Conferences | Executive Learning  
 sales@qcenter.com  
 1.877.774.1TheQ (8437)  
 www.qcenter.com/puppets



**PULLING IT OFF WAS AN IMPOSSIBLE JUGGLING ACT.**

**Even master multi-taskers have their limits...**

While you're simultaneously coordinating room assignment changes, discussing last-minute updates with your presenters and assembling 250 sets of printed training handouts, an urgent text message comes through: the limo never arrived at the airport to pick up your celebrity keynote speaker...who's ready to turn around and go home.

In this high-stakes juggling act, any dropped ball can seriously injure your reputation.

At Q Center, the Midwest's largest conference center, we're serious about meeting your business objectives. So you can count on having an integrated, dedicated support team, with a single "go-to" person to coordinate all your services. Just relax, focus on the big picture, and let us perform our magic. No dropped balls. All results.

**WHAT'S A SUCCESSFUL TRAINING EVENT WORTH TO YOU?**

We understand just how tricky it is to pull off a flawlessly executed training—and how any missed detail could lead to disaster. We also understand, especially in today's uncertain economic times, organizations are extremely concerned about training event costs.

**So we're prepared to entertain any serious offer. Tell us what a successful training event is worth to you, and we'll make every effort to meet your price point.**

Restrictions apply. Offer for groups of 10 (10) rooms or more on peak night, based on availability and not valid with previously booked or negotiated business. Offer available for a limited time.

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# Portfolio of Selected Work

Cardinal Health/CareFusion  
Airlife Ventilated Patient Care Journal Ad



Their every breath is  
in my hands.

**Connect with confidence.**

You're on the front lines of ventilated patient care every day. And we're there with you, focused on elevating your clinical effectiveness, while enhancing patient safety.

We listen carefully to your concerns and respond with solutions that deliver more value to you and your ventilated patients.

**Leverage our knowledge.**

As the industry's most comprehensive resource, we are committed to educating front-line clinicians on evolving best practices in ventilated patient care.

**Connect with a growing continuum of solutions for ventilated patient care:**

- Avea/Vela Ventilators
- SensorMedics/Jaeger Diagnostic Equipment
- Airlife™/EME Infant CPAP

**AIRLIFE™ DIAGNOSTIC CATHETER:**  
Advanced mini-BAL technology for consistently accurate diagnosis of respiratory infections

**AIRLIFE™ VEGO AIRWAY ACCESS ADAPTER/CLOSED SUCTION SYSTEM:**  
The most versatile adapter for safe and easy access to your ventilated patient's airway

**AIRLIFE™ BYPASS HME (BHME):**  
Close the loop during medication delivery with advanced Airlife Bypass HME technology



Living, Breathing Innovation To Improve Ventilated Patient Outcomes  
evolvinginnovation.com