

## Jennifer Jones Persechino

820 West Hill Road, New Hartford, CT 06057

860-738-8789 (home) 860-480-2765 (cell)

jennifer.persechino@gmail.com

jenjones.net

---

Strategic and creative marketing professional with nearly 20 years experience delivering results with award-winning work in financial services and advertising.

---

### EXPERIENCE

---

Hartford Life – Retirement Plans Group, Simsbury, Connecticut April 2006 – present

#### **Assistant Director, Marketing**

#### **Senior Marketing Communications Consultant**

#### **Marketing Communications Consultant**

Provides strategic leadership on marketing initiatives for Retirement Plans Group.

- Led development and execution of new value proposition to unify four distinct businesses. Interfaced with all levels of cross-functional stakeholders on message development and implementation. Managed the creative process from strategy to execution, working closely with internal and external resources. Directed extensive rollout campaign, including collateral for multiple audiences, video and online resources, training, promotions and employee engagement activities.
- Served as marketing lead on the Retirement Plans Group Acquisition Integration Marketing and Communications Team, which won the 2008 Hartford Life President's Award.
- Played integral role on the financial crisis communications team for the business unit, participating in strategy and development of communications.
- Serves as subject matter expert on branding and copy across marketing groups.
- Writes and guides design for brochures, websites, newsletters, flyers, direct mailers, presentations and advertising.
- Worked with creative services team to develop style guidelines for plan sponsor and advisor materials.
- Acted as marketing lead on website overhaul project.

---

Dornenburg Group, West Hartford, Connecticut

September 2005 – April 2006

#### **Advertising & Branding Consultant**

- Developed concepts and copy for campaigns in the financial services, health care, non-profit, business-to-business and consumer industries.
- Worked with clients throughout the marketing process from the initial distillation of marketing needs through campaign execution.
- Created direct mail campaign for Prudential Financial which generated \$17 billion in potential new business – exceeding expectations by 60%.
- Other clients included The Hartford Courant, CIGNA Dental, Gerber Technology, Saint Francis Hospital and Medical Center, SEI Investments, The Village for Children and Families, Webster Bank, Greater Hartford YMCA, Federman, Lally and Remis.

---

Mintz & Hoke, Avon, Connecticut

October 2001 – February 2003

#### **Strategic Copywriter**

- Teamed up with art directors to create strategic campaign concepts and copy for print, radio, and TV advertising, electronic media, collateral and direct mail.
- Awarded the 2003 Gold Pencil from the Advertising Club of Connecticut for best copywriting.
- Clients included MassMutual Disability and Long Term Care Insurance, The Wiremold Company, Crompton Corporation, Ingersoll-Rand, Mohegan Sun, Quinnipiac University, TESSCO, Webster Bank and Cigna Retirement Services.

---

Martino & Binzer, Avon, Connecticut April 1997 – October 1999  
**Advertising Copywriter**  
Primary writer on the ad agency's creative team. Develop campaign concepts and copy for print, radio, and television ads, print collateral, direct mail campaigns, sales materials and electronic media.

---

**Freelance Copywriter** January 1997 – September 2005  
Cultivated client relationships. Developed concepts and wrote copy for collateral, print and broadcast advertising, direct mail, packaging, point-of-sale and electronic media. Clients included Dornenburg Group, MassMutual Life, Cronin & Company, Inc., Aetna Customized Communications Group, Ideaz, LLC and Artwell.

---

Mason & Madison, New Haven, Connecticut May 1994 – January 1997  
**Public Relations Group Manager**  
**Public Relations Account Manager**  
Served as primary client liaison for PR group. Developed and implemented strategic public relations plans. Coordinated media tours, product launches, event publicity and trade show press activities. Wrote and edited articles, case histories, newsletters and news releases. Managed media relations and secured placements. Formulated and managed client budgets. Coordinated new business program, increasing billings nearly 100%. Supervised team of three.

---

O'Neal & Prella, Inc., Hartford, Connecticut 1991 – 1994  
**Public Relations Account Coordinator**  
**Production Assistant**

---

Donahue, Inc., Hartford, Connecticut 1990 – 1991  
**Account Coordinator**

---

## EDUCATION

School of Visual Arts, New York, New York

Providence College, Providence, Rhode Island  
B.A. in English/Psychology; magna cum laude 1990

---

## COMMUNITY SERVICE

Connecticut Art Directors Club, New London, Connecticut  
**Board of Directors** 2007 – 2008

Winchester Youth Service Bureau  
**Director of Marketing** 2004 – present