

Jennie Mason

Senior Copywriter
& World Builder

CONTACT

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jenniemason.co

EDUCATION

Miami Ad School

2019 - 2020

Copywriting Program

University of Florida

2014 - 2018

B.S. in Journalism

B.S. in Psychology

SKILLS

Leadership + Mentoring

Creative Direction

Conceptual Thinking

Brand Identity: strategy +
verbal

Campaign Development

Film Directing

Scriptwriting

Editing

Production: pre + post

Pitching

Headlines + Taglines

Naming

Email Marketing

Performance Marketing

Manifestos

Editorial Copy

Web Copy

EXPERIENCE

SENIOR COPYWRITER

Humann

2025 - Current

- Led storytelling across the company's largest moments to date: a groundbreaking, multi-year partnership with The University of Texas, and a complete rebrand and innovative product rollout.
- Refined their messaging approach to position the company as the leader's in cardiovascular wellness.
- Drove revenue through performance marketing, scriptwriting for commercials, email marketing, and a complete website rehaul.

SENIOR CREATIVE

HelloFresh

2024 - 2025

- Drove revenue growth and increased audience awareness across six internal brands (Factor, HelloFresh, Green Chef, EveryPlate, Good Chop, The Pets Table) by refining brand voice and messaging strategies for paid social, print, email, and digital CRM efforts, as well as leading multiple 360° campaigns.
- Directed several weeks of video shoot sprints across NYC for the company's largest annual revenue initiative, as part of their UGC content incubator, XPod. This included conceiving, scriptwriting, directing multiple talents, and developing 360° campaign assets.

SENIOR COPYWRITER

The Working Assembly

2022 - 2023

- Creative and video directed a 3-day video and stills shoot in LA for our largest client, successfully balancing business objectives, client expectations, and creative insights from ideation through to post-production.
- Successfully led rebranding and branding efforts for dozens of clients at both global and startup stages of business growth.
- Mentored a team of copywriters, helping guide the development of smarter + stronger creative through my leadership style of compassion candor and empowering ownership of projects / career goals.
- Refined expertise in campaign conceiving and developing distinctive brand guidelines across a broad range of industries, including food and beverage, alcohol, beauty and wellness, DTC/CPG, dating apps, tech, mental health, medical, and nonprofit sectors.

COPYWRITER

YARD

2021 - 2022

- Co-led the creative production of a large video and stills shoot in NYC for a global luxury client, contributing directly to its successful acquisition by a major industry player.
- Pitched and won multiple accounts, driving growth across the agency's revenue streams.
- Developed distinct and updated brand platforms for legacy clients.
- Pitched, conceived on, and executed a diverse range of digital, commercial, OOH, and social campaigns across sports, DTC fashion, luxury, lifestyle, department stores, wellness, and nonprofit sectors.

EDITORIAL DIRECTOR

Dora Maar

2020 - 2021

- Was a founding team member of the premier luxury consignment platform.
- Developed successful pitch decks for potential investors, emphasizing the influencer-led strategic partnership as a key driver of brand awareness and revenue growth.
- Led the creation of brand strategy and voice to define distinct, creative value propositions that resonate with a broader, social media-driven audience.
- Co-led multiple photoshoots and digital/social campaigns to drive brand awareness and sales, delivering proven results.
- Mentored a high-performing team of copywriters and social media managers.

COPYWRITER

Grey

2020 - 2021

- Assisted with the product launch and led multiple digital and video audience awareness initiatives for an at-home COVID test during the height of the pandemic.
- Contributed to the brand refresh of Restylane's product portfolio by successfully pitching and leading several campaigns—including commercial, digital, print, website, and paid social efforts—that ultimately repositioned the brand's aesthetics to appeal to a younger, beauty and wellness-driven audience.

OWNER, EDITOR-IN-CHIEF

GainesvilleGrub

2016 - 2019

- Mentored and led a team of 12 to develop successful digital content, social media, and marketing initiatives that showcased and supported local food and drink businesses in Gainesville, FL.
- Grew the website and social presence to become the leading source for hyper-localized news and content in the industry.
- Collaborated with local brands within the area's startup incubator.