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# JACKIE WEBSTER

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**Ghostwriting**

**Editing**

**Content Marketing**

**Consulting**

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Chester, NJ

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## Education

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- B.A., Bucknell University
- MBA/MA Communications  
Johns Hopkins University

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## EXPERIENCE

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### **Founder, The Jackie B Writing Company**

*April 2015 - present, Greater NYC Area*

The Jackie B Writing company works with personal brands, nonprofits, and corporations to produce quality content that attracts attention, raises money, and achieves meaningful change.

- My ghostwriting has been featured in the following outlets:

BET, CNN, Conservative Review, Daily Beast, Forbes, Fox News, The Hill, Investor's Business Daily, The New York Times, MarketWatch, National Review Online, Newsday, Patch, Politico, Real Clear Energy, Real Clear Markets, Real Clear Policy, Real Clear Politics, RedState, Roll Call, TheStreet, Townhall, USA Today, US News & World Report, The Wall Street Journal, Washington Examiner, Washington Post, The Washington Times, and Yahoo Finance.

- My corporate writing has increased blog traffic by 1300% and generated email open rates up to 35% better than industry averages.
- My development writing has helped raise more than \$10.515 million for 501(c)(3), 501(c)(4), PAC, and SuperPAC organizations.

### **Communications Director, National Grassroots Advocacy Organization**

*May 2010 - April 2015, Washington, DC*

A nonprofit service center to a community of over 6 million grassroots activists nationwide with a 501(c)(3), 501(c)(4), PAC, and SuperPAC.

- Managed all press strategy and messaging for the organization, and acted as a primary spokeswoman.
- The organization averaged 50 TV interviews, 2,325 print and blog quotes/mentions, 113 radio interviews, and 50 opeds per quarter.
- Ghostwrote and edited various institutional materials and columns for the organization's president and other national personalities.
- Wrote and distributed opeds, press releases, rapid response statements, and talking points, while communicating directly with reporters to pitch stories and schedule interviews.
- Managed institutional projects including NYT best-selling promotional book tours, communicators' breakfasts for congressional offices, focus groups, polling, press conferences, and grassroots media trainings.
- Prepared reports and presented to the board of directors on the organization's earned media.
- Served as master of ceremonies for some of the organization's grassroots events and presented to 18,000 total attendees.