
JACKIE WEBSTER

Ghostwriting

Editing

Content Marketing

Consulting

Chester, NJ

jackie@jackiebwriting.com

201-213-7754

Education

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

EXPERIENCE

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, Newsmax, 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 272% and generated email open rates up to 18% better than industry averages.
- My development writing has helped raise more than \$9.41 million for 501(c)(3), 501(c)(4), PAC, and SuperPAC organizations.

Communications Director, FreedomWorks

May 2010 - April 2015, Washington, DC

FreedomWorks is a nonprofit service center to a community of over 6 million grassroots activists nationwide.

- Managed all press strategy and messaging for the organization, and acted as a primary spokeswoman.
- Averaged 50 TV interviews, 2,325 print and blog quotes/mentions, 450 radio interviews, and 50 opeds for the organization 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, monthly communicators' breakfasts, 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 the organization's FreePac and Free the People events and presented to 18,000 total attendees.