

JENNIFER READY

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ABOUT

With 14 years in digital, I'm expert at creating platforms that resonate. I understand the role strategic thinking plays in the creative process, and I'm adept at shepherding it from concept through execution. A writer by nature, I work easily and collaboratively with all types of digital teams, and I'm always focused on building lasting client relationships. Because so many disciplines are involved in creating great digital experiences, I've learned to deeply understand the relationships between them — and wear many hats. I enjoy doing the work as much as overseeing it, and I can assemble teams quickly to accomplish nearly anything digitally.

Client Highlights

Kroger, Orkin, Coca-cola, TBS, Arby's, Nutro, Greenies, SAP, PGI, Char-broil, Suncoast, Windstream, American General, Sears, Men's Journal / Jeep, Weather Channel, AT&T, ACE Limited, ABN AMRO, Fannie Mae Foundation and more.

EXPERIENCE

Creative Consulting • 2013 to now

Writing, content strategy, experience strategy and creative projects of all kinds get my juices flowing. I work on engagements of all sizes, and on any platform or device.

THINK Interactive • Creative Director • 2003 to 2013

I helped grow THINK from a nine-man shop to what it is today. While there, I contributed to nearly every client relationship that passed through its doors, and I touched almost every piece of creative. I worked closely with strategy, UX and technology to create emerging experiences, and I was instrumental in creative and process evolution. For the last few years at THINK, I focused on creating digital experiences and branded utilities for multiple devices, and I helped champion a company-wide focus on rapid prototyping.

Portfolio Center • Instructor • 2010 to 2012

I co-taught classes at Portfolio Center to give a little back to the creative community. It feels good to pass knowledge along, and encourage kids to be more creative, insight-driven and focused. I look forward to teaching again.

THINK New Ideas / Answerthink • Copywriter & Content Strategist • 2000 to 2002

My entry into agency life was packed full of copywriting for a wide range of clients. Soon, writing wasn't enough and I ventured into content strategy and deeper technology engagements. I worked closely with strategy and UX teams on a multitude of digital projects, large and small. I learned to think for myself and wear any hat they'd let me.

Atlanta Magazine • Copywriter & Editor • 1997 to 1999

I thought I wanted to go into publishing so I took a job at Atlanta Magazine, where I learned the ins and outs of print. I loved copywriting, editing and art directing — and then I touched the website. I left shortly thereafter.

EDUCATION

Georgia State University • MA in English

Ithaca College • BA in English, minors in photography & anthropology
