



MarCom Point.Solutions > Jackie Deutsch > Brand & Content Guru >
QUALIFICATIONS

Messaging with a PointSM

*It's a clear message, fostering no questions.
It's succinct. It's sharp...communicating with impact.
It's getting your point across – clearly.
It takes listening...and understanding.
It takes synthesizing complex information.
It takes wordsmithing, finesse, and nuance.*

*It's a simple concept. But it's not simple to create.
It means that the person you're communicating to gets it – and takes the action you want.
It's up to the writer to make it happen.*

*You think you're saying it right. But what if you're not being as clear as you think? What if your point is missed?
It's possible to make sure you always deliver **Messaging with a Point** – with **MARCOM Point.Solutions**.*



marcomsolutionsguru.com

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PROFILE

MarCom Point.Solutions, Jackie Deutsch, Brand & Content Guru, specializes in Marketing Communications, Brand Awareness, and Corporate Identity with a focus in innovative, customized, persuasive Content Marketing Development, Copywriting, Editing, and Proofreading of high-quality online and offline marketing, sales, and corporate communications projects and campaigns for B2B, B2C, and B2E audiences from C-level to staff. Proven track record in crafting compelling copy, writing creative messaging, synthesizing complex information into influential communications, developing targeted content to meet objectives, aligning the brand with the business, producing award-winning tactical communications tools, and sprucing up client drafts to make copy sing. Recognized for idea generation; creative wordsmithing; succinct, clear writing style; content-design alignment; attention to detail; speed and precision; strategic thinking; problem solving; and collaborative work style. Skill set powered by creativity, flexibility, initiative, high energy, integrity, a can-do attitude, grace under pressure, and a passion for meeting deadlines, exceeding expectations and delivering results.

SKILL SET

MARKETING COMMUNICATIONS / BRAND AWARENESS / CORPORATE IDENTITY

- Conceive Market Communications Strategies and Tactical Implementations
- Develop Messaging Platforms for Positioning / Identity Awareness / Tag Lines
- Write Corporate and Brand Messaging
- Deliver Content Marketing Writing
- Implement Brand Communications Campaigns
- Develop Corporate Identity Systems
- Create Integrated, Holistic MarCom Campaigns
- Write and Edit Marketing Collateral
- Craft Internal / External Communications
- Develop Sales Support Tools

WRITING / CONCEPTING

- Write and edit copy for a full suite of communications tools
 - Brochures / Fact Sheets / Case Studies / White Papers
 - Company Profiles / Capability Overviews
 - Thought Leadership Points of View / Perspectives
 - Corporate Magazines / Newsletters / Articles
 - E-mail/ Direct Mail
 - RFPs / Proposals / Presentations
 - Video Scripts / Speeches
 - Employee / C-level / Client-Facing Communications
 - Ads / Advertorials
 - Web Sites
 - Annual Reports
 - Online Courses / Training Materials
 - Corporate Identity Guidelines / Sales Manuals



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COPY EDITING / PROOFREADING

- Tweak client materials into clear, direct copy while maintaining original integrity
- Read from first draft to pre-publication cold read for accuracy, targeted messaging, voice, flow, style, format, consistency, punctuation, grammar, spelling, typos, typesetting, clarity, readability, organization
- Check facts and data
- Wordsmith and restructure text for best content / message delivery
- Vet communications materials for brand compliance and strategy
- Verify pagination, table of contents, and page references
- Review graphic design and visual identity for integration with copy
- Ensure copy is in line with selected style manual and corporate identity
- Proofread meticulously to deliver error-free content
- Experienced in editing in NY Times, AP, and Chicago styles
- All documents reviewed for technical, style, correlative, and line editing

EDITORIAL MANAGEMENT

- Provide oversight of content marketing development
- Coordinate iterative editorial review process, ensuring version control
- Manage document files from concept to publishing
- Ensure tactical communications tools are in line with business strategy

PRINT / MULTIMEDIA PRODUCTION

- Provide QA/QC for files before printing, publishing, or recording
- Coordinate publishing on press, electronically, and digitally
- Go on press, as required, to sign off on print runs
- Approve copy pre- and post-recording

MEDIA CHANNELS

- Print
- Electronic / Digital
- Video / Multimedia

PROJECT MANAGEMENT

- Lead projects from concept to implementation
- Provide creative direction for copy and design
- Liaise with internal creative teams, vendors, and key stakeholders

CREATIVE SERVICES / BUSINESS DEVELOPMENT OPERATIONS

- Develop marcom strategic platforms / creative briefs
- Establish collateral trees
- Build creative services teams
- Design creative services process flows for marcom production

LEARNING & DEVELOPMENT

- Create online courses and eBriefings
- Develop training materials
- Produce course sales-and-marketing collateral

INDUSTRY / FUNCTIONAL KNOWLEDGE

- Information Technology / Consulting
- Healthcare
- Insurance
- Commercial and Public Sectors
- Sales Promotion and Support



SKILL SET *cont.*

ENTERPRISE COLLABORATION

- Product and Corporate Marketing / Sales
- Corporate Communications
- Industries / Solutions
- Information Technology
- Knowledge Management
- Human Resources / Training
- Investor Relations

TRACK
RECORD

CLIENTS

- Salzer Technologies
- PMSI
- OnDialog
- TournEase
- GigaTrust
- Marsh
- The BlackBear Group
- BellSouth
- Higher Logic
- Duffey Southeast
- Kurt Salmon Associates
- Pearson Learning /eCollege
- Manav Sadhna
- LifeChronicles
- LIGHT Initiative
- Moving Towards Peace

PRIOR CORPORATE MARCOM POSTS

- BearingPoint – Global Marketing Communications Director
- KPMG Consulting / KPMG – National Director Marketing Services / Bus Dev Support
- Booz Allen Hamilton – Editorial Director
- Burson Marsteller Public Relations – Creative Services Writer & Producer
- Lennen & Newell Advertising – Copywriter

CAREER
HIGHLIGHTS

- Selected as key leader on the 12-member Rebranding Task Force responsible for the \$4 million worldwide launch and execution of integrated marketing communications campaign for professional services firm
- Oversaw the 90-day development of a new global Corporate Identity System implemented universally in 1 day
- Built a 10-city, high-end, winning, national proposal-response development team including writers, editors, proofreaders, desktop publishers, and designers
- Run an independent marketing communications consultancy providing innovative, customized, persuasive content marketing, copy writing, editing and proofreading for SMBs, corporations and non-profits
- ITSMA Diamond Award – Service Marketing Excellence in Managing Brand & Reputation <campaign>
- Black Book’s AR100 Best of Breed <annual report>
- Creativity 11 Certificate of Distinction <brand identity program>
- ITVA Golden Reel of Excellence Award <rebranding video>
- U.S. Industrial Film Silver Screen Award <recruitment multimedia presentation>
- Certificate of Merit Society of Art Center Alumni Exhibition One <integrated advertising campaign>

RECOGNITION

PORTFOLIO

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