

Jessica Stone

wordsbystone.com • [LinkedIn](#) • Dual US/UK Citizen

Copywriting and content specialist with over 20 years of experience in crafting campaigns for global ad agencies, digital marketing luminaries, major international media players, and subject-matter experts. Effective collaborator skilled in building relationships across teams and senior leadership. Passionate storyteller with the ability to embody the unique, compelling voice of a brand and connect deeply with audiences. Adaptable and resourceful – established career in London and worked across multiple European markets before returning to the US in 2010.

SKILLS

- Content ideation, creation, and editing from initial outline through final draft
- Distilling big ideas into product names, headlines, and copy across print, video, and digital
- Positioning and branding to attract the right audience and instill loyalty
- Marketing strategy from list building and messaging through product creation, launch, and scale
- Social-media engagement and case-study development
- End-to-end communications for newsletters, intranet, presentations, events, and apps
- Deep knowledge of personal growth and entrepreneurship
- Fluent in Spanish and cross-cultural communication

EXPERIENCE

Jeff Walker (d/b/a Internet Alchemy)

2021 - 2025

Jeff Walker is the creator of Product Launch Formula which has generated >\$1B in online sales. The company provides training, coaching, and community for entrepreneurs to start and scale their businesses.

Senior Content Writer (2024-2025)

Communications Lead (2023 - 2024)

Interim Copy Lead (2023)

Content Strategist (2022 - 2023)

Copywriter (2021- 2022)

- Led copy development for [evergreen campaign](#) on a one-month deadline that generated ~\$500K Y1 and continued to drive steady income. Assets included opt-in and sales pages, emails, instructional content, and social media.
- Guided communications for a multi-million dollar launch that became the most profitable in a decade. Strategy included email, text messaging, and case studies with tie-ins to social media.
- Led copywriting team in execution of a joint venture promotion that resulted in winning the top affiliate prize of \$100K, the company's best-ever result for this promo.
- Oversaw copy for weekly newsletter and blog, marketing communications (up to 89K subscribers), social-media calendar, podcast, and Launchy (proprietary AI). Guided brand redesigns of email templates and websites.
- Authored [high-ticket offer campaign](#) and virtual event to target business owners seeking growth to seven figures.
- Selected and sponsored by management for a six-month leadership coaching program.

Independent Freelance

2004 - 2021

Copywriter and Journalist

- Agencies: McCann Erickson, DLKW, LBi, Y&R, R/GA, AKQA, XM London, Exposure, Kitcatt Nohr, Grey London, G2, Maximum International Marketing, MEC Global, Tidal Wave, Breed, Seven Publishing
- Clients: Microsoft, [Trainline](#), Intelligent Finance, Halifax, Bank of Scotland, [BM Solutions](#), Stroke Awareness, The Health Lottery, NSPCC, Samaritans, Tena, BAA, Dollond & Aitchison, DeBeers, SC

Johnson, The Body Shop, [Pantene](#), Olay, Coty Fragrances, Colgate Palmolive, L'Oreal, Clairol, Aussie, Herbal Essences, Bourjois, [Sainsbury's](#), Waitrose, Sky, Orange, Smirnoff, Yell, FIAT, Virgin Holidays, Sony, SpinVox, Magellan's

- Editorial: New York Times, [Times of London](#), The Guardian, Men's Health, American Spirit, Restaurant Magazine

Amare, Inc.

2010 - 2019

Hot Topic Media was an Eben Pagan-owned content marketing company providing dating and relationship advice. Amare was spun off to include experts in parenting and personal development.

Lead Copywriter

- Ghostwrote thousands of pages of articles, sales pages, video scripts, and marketing assets for 20+ influencers that included best-selling authors, coaches, and transformational leaders.
- Developed funnel copy and content for book launches and online courses.
- Sample work includes [content for relationship coaches](#) that led to additional projects for a book launch.

Prior experience includes creating an award-winning TV campaign as a copywriter with Grey Group New York ([sample link](#)).

EDUCATION

MA, Journalism and Mass Communication, New York University – New York, NY

BA, English and Sociology, Florida International University – University Park, FL