

Jessica Stone

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COPYWRITING | CONTENT | COMMUNICATIONS

Passionate storyteller and creative strategist with over 20 years of experience in crafting campaigns for global ad agencies, digital marketing luminaries, major international media players, and subject-matter experts. People-first collaborator and project manager skilled in building relationships across teams. Ability to embody the unique, compelling voice of a brand and connect deeply with audiences. Adept at identifying prospects, delivering an offer, and overcoming obstacles for buy-in. Adaptable and resourceful—established career in London and worked across multiple European markets before returning to the US.

EXPERTISE

- Marketing strategy from branding and positioning through product launch and scale
- Content ideation, writing, and editing from initial outline through final draft
- Copy for print, email, web, social, SMS, podcasts, newsletters, intranet, presentations, events, apps
- Nuanced audience segmentation for tailor-made messaging
- Case-study development including researching and interviewing
- Deep knowledge of personal development, relationship psychology, health, and wellness
- Fluent in Spanish and cross-cultural communication

EXPERIENCE

Independent Freelance

Feb 2025- present

Copywriter and Digital Marketing Strategist

Specializing in writing complete marketing funnels for health practitioners, therapists, and coaches – including offer design, webinar, landing pages, email sequences, and social ads.

Jeff Walker/Product Launch Formula

Jan 2021 – Jan 2025

Product Launch Formula has generated over \$1B in online sales. The company provides training, coaching, and community for entrepreneurs to start and scale their businesses.

Communications Lead and Senior Content Writer (2023 - 2025)

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, texts, 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), content calendar, podcast, SEO optimization, 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; successfully closed sales via Zoom and live chat conversations.
- Selected and sponsored by management for a six-month leadership coaching program.

Independent Freelance

Jan 2004 – Dec 2020

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.

Feb 2010 – Nov 2019

Content marketing company providing advice in relationship, parenting, and personal development.

Lead Copywriter

- Wrote thousands of pages of articles, sales pages, scripts, and marketing assets for 20+ influencers including best-selling authors, coaches, and transformational leaders.
- Developed funnel copy and educational content for book launches and online courses.

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