

JENNIFER OLVERA

NAPERVILLE, IL • (708) 668-3897 • jen.e.olvera@gmail.com

[WEBSITE + PORTFOLIO](#)

SENIOR COPYWRITER & CONTENT STRATEGIST with a diverse background spanning content strategy, UX, editing and LLM training. Eight-time author leveraging a deadline-oriented approach to deliver compelling content across various industries, including food, travel, hospitality, technology, logistics, automotive, interior design, architecture and healthcare, in both B2B and B2C sectors. Dynamic digital storyteller with a proven track record of producing high-quality deliverables — as a leader and individual — including print and radio ads, video scripts and web collateral. Innovative professional passionate about maintaining a pulse on emerging trends to position businesses and brands for success.

AREAS OF EXPERTISE

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|-----------------------|-------------------------|----------------------------------|
| ✓ Writing & Editing | ✓ SEO-Optimized Content | ✓ Cross-Functional Collaboration |
| ✓ Campaign Management | ✓ User Experience (UX) | ✓ B2B & B2C Sectors |
| ✓ Team Leadership | ✓ Storytelling | ✓ Deadline Management |
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PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

UniGroup – St. Louis, MO (Remote)

03/2020 – Present

Senior Content Strategist | Digital Storyteller | Editor

- Developed and executed a comprehensive editorial strategy for a global logistics enterprise with multiple moving and transportation brands, driving brand voice, customer loyalty and content cohesion
- Transitioned from a content role at Handled into a broader position at UNIGROUP following the acquisition, bridging the gap between lead generation and post-sale customer engagement by internalizing content creation and elevating messaging consistency
- Led content strategy across both B2B and B2C channels within a cooperative business model, producing customer-facing materials for agents nationwide and managing internal communications across a global network
- Managed all aspects of editorial content, including website copy, seasonal print magazines for flagship brands (Mayflower and United Van Lines), campaign messaging and internal documentation
- Supervised a Creative Specialist and freelance writer, providing editorial leadership, mentorship and content quality oversight to ensure alignment with strategic objectives
- Served as a hands-on copywriter, contributing extensively to content development efforts across digital, print and campaign platforms

Freelance – Remote

12/2000 – Present

Senior Copywriter | Senior Content Strategist | Senior UX Writer | Editor

Established relationships with a range of clients in various industries, providing branding expertise, copywriting, editing, UX and content strategy for projects that included (full list available upon request):

Amazon – Senior UX Copywriter

- Served as lead UX copywriter for Amazon's global logistics support platform, crafting clear, engaging content to guide sellers across international markets
- Partnered with cross-functional teams, aligning messaging with user needs for a seamless seller experience
- Consolidated feedback from multiple stakeholders to ensure content accuracy, consistency and usability at scale

Google Cloud/Thoughtworks – Lead UX Copywriter

- Redesigned and rewrote communications for the Illinois Department of Employment Security in partnership with Google and Thoughtworks, improving clarity and accessibility for claimants and employers
- Advised on the development of a custom enterprise-grade generative AI tool, ensuring simplified messaging while upholding legal due process standards

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CVS Health – Senior Copywriter

- Developed content strategy and executed copy across email, social media, direct mail and promotional collateral for the loyalty and personalization division

Hyatt – Senior Digital Content Writer

- Piloted content strategy, writing and editing for a global portfolio spanning 69 countries across six continents, ensuring brand alignment across diverse markets
- Produced a wide range of marketing assets — including billboards, hotel descriptions and destination overviews — to support global campaigns and elevate brand presence

JPMorgan Chase – Lead Copywriter

- Orchestrated end-to-end messaging and campaign strategy for the organization-wide launch of Microsoft Teams, supporting 260K employees through adoption

Marcus by Goldman Sachs – Contributing Writer

- Wrote customer-facing content across digital touchpoints — including app descriptions, emails and landing pages—while upholding strict regulatory standards
- Maintained a consistent brand voice across all channels, balancing compliance requirements with engaging, user-friendly messaging

PwC – Content Strategist

- Led content strategy and development for a Big Four accountancy firm, delivering high-impact digital messaging tailored to business transformation and innovation
- Produced compelling content focused on emerging technologies — including AI, data analytics, blockchain and automation—to support client education and upskilling initiatives

United Airlines – Culinary Copywriter, Cookbook Editor, & Recipe Tester

- Created original culinary content as a cookbook author for United Airlines' Polaris Business Class program, enhancing the premium travel experience through pre-flight and in-flight offerings

Bridgestone Firestone – Copywriter, Brand Strategist, & Creative Direction

- Revitalized the company's digital brand voice and produced accessible, engaging web content on technical automotive and tire-related topics
- Crafted national and regional ad campaigns, including radio spots, display banners and video tutorial scripts to drive customer engagement
- Developed executive speeches and led the creative direction for a nationwide HR campaign, producing brochures, recruitment posters and animated digital ads to support talent acquisition

Blue Cross Blue Shield of Illinois; Aetna; Teledoc – Copywriter, Content Strategist, & Writer

- Developed and refined B2B marketing collateral focused on cost containment, data analysis and healthcare technology solutions for industry clients

Additional Experience:

Food, Travel, Entertainment + Lifestyle Writer • Journalist • Recipe Developer + Tester • Dining Critic

Woodland Foods, Serious Eats, Los Angeles Times, Chicago Tribune, Chicago Sun-Times, Chicago magazine

Copywriting + Content Strategy

Ulta Beauty, Abercrombie & Kent, American Airlines, Kohler, Accenture, Radio Flyer, Land Rover, Priceline, Expedia, Orbitz, Argonne National Laboratory and Target

EDUCATION

Bachelor of Arts (BA), English | Minor in Journalism

DePaul University