

JENNIFER Kellow-Fiorini

Copywriter | Concepts

Jenfior.com
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EXPERIENCE

Senior Copywriter

Midwest Tape | July 2019 - present

Library B2B, patron facing, and corporate communications for online including website and social media and various print materials

Freelance Entertainment Writer (Film)

Adams Street Publishing | April 2018 - present

Freelance contributing writing for articles promoting film and arts events in southeastern Michigan

Guest Essayist for the book *Murder by Design — The Unsane Cinema of Dario Argento, by Troy Howarth. Publish date: April, 2020*

Screenings Crew

Tribeca Film Festival | Spring 2019 & 2018

2019, assist with AI/interactive display. 2018, help to organize screenings, assist the director and his/her guests, various other guest services as assigned.

Freelance - Design & Production

Brooklyn Horror Film Festival | October 2017

Designed and produced hold cards for Q&A sessions.

Freelance - Social Media/After Effects

Creative Oxygen LLC | May 2017 - present

Social Media copywriter/special projects /After Effects
Provide Facebook/Instagram content resulting in an average increased reach of over 50%. Create Instagram accounts for CO clients. Produce After Effects spec informational videos resulting in new client business.

EDUCATION

Fashion Institute of Technology SUNY, NY

BFA, Advertising Design | December 2017,
GPA 3.57

AAS, Communication Design 2013

AWARDS

Effie Awards Semi Finalist,
IBM Watson 2017

Third Place Award, Senior Class,
TV/Commercial Production

Magna Cum Laude,
graduated FIT, 3.57 GPA

Dean's List,
FIT, 7 Semesters

INTERNSHIP

Wunderman, NYC | January 2017- May 2017

Content creation, copywriting, created and wrote brand campaign extension across traditional and digital channels including an in-house video. Pitched project to ECD and strategy teams resulting in retention of the account.

SKILLS

After Effects CC

Premier Pro CC - editing

Photoshop CC

Illustrator CC

InDesign CC

Microsoft Word

WIX website development

Additional college courses in:
Macroeconomics,
Psychology, Italian Cinema,
History of Fashion in Cinema,
Fashion Illustration,
Ad/Promotion (BS Program)

ADDITIONAL SKILLS

Concepting/Creative

Research

Strategic thinking

Blogging

Social Media

Interpersonal & collaborative
team skills

Corporate and customer
service background

Basic & conversational Italian
(2 college courses)

HOBBIES

Independent/Avante Garde Film

Vocal and dance performance

Photography

Drawing & Illustration

Zumba instruction

Keeping my cat (and my
husband) out of the food



[instagram.com/josiepkat/](https://www.instagram.com/josiepkat/)



twitter.com/fior_jennifer



[pinterest.com/jenniferkellow/](https://www.pinterest.com/jenniferkellow/)



[linkedin.com/in/jennifer-fiorini](https://www.linkedin.com/in/jennifer-fiorini)