

Jessica Ann Morris

Strategic Communications ♦ Public Relations ♦ Marketing ♦ Journalism

Mission

To provide strategic communications services that help organizations, and individuals, build a desired (and deserved) image, convey key messages and add value across corporate programs.

Counsel, planning and tactical support are provided *via* a professional freelance work style from a seasoned executive with diverse public relations, marketing and corporate communications experience. A journalistic approach to written communications is employed.

- ✓ General communications materials (internal/external plans, bios, FAQs, data sheets, *etc.*)
- ✓ Press releases, media/analyst relations and coaching
- ✓ Social media strategy and execution
- ✓ Facilitator/public speaker around communications issues, across industries
- ✓ Customer/Partner case study reporting, writing and production
- ✓ Ghost writing for speeches, scripts, letters, articles, presentations, *etc.*
- ✓ Collateral and web content development, including presentation counseling
- ✓ Publication (magazines, newsletters, *etc.*) management and editorial direction
- ✓ Event materials (invitations, seminar workbooks, programs, *etc.*)
- ✓ Speaker abstracts and award submissions
- ✓ Audits, surveys and reports

About Jessica Ann Morris

Jessica has provided innovative public relations, marketing communications and writing/editing services to public and private organizations, on the client and agency side, for more than 20 years. Trusted by the C-suite and front line for strategic counsel and results-oriented execution, Jessica makes creativity a key component of her proactive service philosophy.

Jessica's cross-industry portfolio features *Fortune* 500s, emerging technology companies, B2B/B2Cs and non-profits. A sample listing includes: ADT, Boston College, Centive, Enterasys, FairTrade USA, First Night Boston, FitzGerald Communications, Flexiant, GHX, Harvard University, IntelliCorp, John Hancock, NE Province of Jesuits, Nobilis, Partners Healthcare, ProSential Group, Quinsigamond Community College, smith&jones, Starwood, Texas Instruments, Tier One PR, TopCoder, Transparent Language, Treadstone Financial, Virgin HealthMiles and Walmart.

Before launching JAM! PR, Jessica held key positions at two global communications agencies (Fleishman-Hillard and McKay). Previously, she directed client services, publicity and marketing for a management consulting firm. A *cum laude* graduate from the Boston College Carroll School of Management, Jessica has remained an active alum and serves as Secretary for the Western MA Chapter.

Jessica is also a freelance print/online journalist and published children's eBook author. In addition to her many industry and volunteer affiliations, she recently co-founded the Food Allergy Network, a community organization that increases awareness, education and support for individuals with food allergies.

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