

JESS PEER

Digital Media Director | Writer

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🌐 JessMakesThings.com

THE WHY

I want to build bold, resonant work with a team that's unafraid to rethink the rules. The goal: connect ideas to the people who crave them, move culture forward, and grow in (damn good) company.



THE TOOLKIT

- Storytelling
- Copy + Comms
- Digital Marketing
- Web + Graphic Design
- Branding + Creative Direction
- Photo + Video Editing

THE WORK

DIGITAL MEDIA MANAGER

INVISIBLE HAND / NYC / JULY 2023-PRESENT

Generated and led big ideas across digital—creative, social, email, design, and copy—for nonprofit, global, and executive clients including PBS, the Archewell Foundation, Vote.org, Spotify, and more. I helped shape campaigns that moved culture and sparked conversation.

PUBLIC RELATIONS IMPACT PRODUCER

PROJECT ENDO / AUG 2022-NOV 2023

Orchestrated PR strategy and outreach for *Below the Belt*, an impact film and women's health nonprofit. I advanced notable screenings with executive producers Hillary Clinton and Rosario Dawson, and secured speaking engagements for the director with lawmakers, medical schools, and more.

COPYWRITER + FREELANCE JOURNALIST

VARIOUS CLIENTS / AUG 2016-MAR 2023

Produced written content across media, marketing, web and social for clients including an architecture firm, food and travel mags, record labels, artists, and high-profile individuals.

SOCIAL MEDIA + MARKETING DIRECTOR

400 SQ/ COLUMBUS, OH / JUL 2015-AUG 2022

Spearheaded marketing campaigns for five Ohio properties, driving major social growth, revenue spikes, and deeper community engagement. I owned content, copy, marketing, PR, and key community events to shape each brand's story.