

Jason Sommer

Professional Storyteller

anothersommer.com

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Overview

Effective stories drive action—I help organizations harness that power to achieve marketing/communications goals.

A story can be conveyed across a variety of media and platforms. My experience with writing, editing, branding, print/digital design, and UX can ensure your story is a cohesive and compelling one. Management experience includes supervising staff, working directly with executive leadership, strategic planning, and budgeting. I'm equally adept at creative and analytical thinking, and passionate about working in the nonprofit sector—especially education, civic/community life, and the arts.

Experience

By day, I do marketing and communications work, primarily for nonprofit organizations. By night, I pursue literary endeavors as a writer, editor, and publisher.

Ounce of Prevention Fund

Creative, Digital, and Web Marketing Communications Manager

OCTOBER 2011–PRESENT / CHICAGO, IL

Oversaw creative initiatives for branding and user experience, directing staff and freelancers as well as developing original content and design. Managed marketing efforts for new products and initiatives. Collaborated cross-divisionally to write, research, edit, proofread, and produce annual reports, presentations, white papers, policy articles, fact sheets, newsletters, brochures, and fundraising materials.

Helped refresh the organization brand, developed their first style guide, and created organization's identity piece. Leading team member for relaunch of organization's website, and their first-ever intranet site.

Worked with leadership and various departments to increase organization's visibility in early childhood education field. Twice a member of strategic planning committee with three-year outlook.

Computer Skills

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
HTML
MS Office

Featherproof Books

Editor-in-Chief and Co-Owner

MAY 2014–PRESENT / CHICAGO, IL

With partner, led an independent publishing company specializing in literary fiction, nonfiction, poetry, and art books. Primary business administrator, handling accounting/budgeting, hiring, and relationships with the distributor and vendors. Co-lead on manuscript acquisition and editing, book production and marketing, and social media. Lead on website, email marketing, and organizational operations.

Willow Springs

Managing Editor/AME

OCTOBER 2009–JUNE 2011 / SPOKANE, WA

Education

Eastern Washington University
MFA—Fiction Writing
SEPTEMBER 2009–JUNE 2011
SPOKANE, WA

Saint Mary's University of Minnesota
BA—English Literature (minor in
Business)
SEPTEMBER 1995–MAY 1999
WINONA, MN

Primary student leading award-winning, 30-year-old literary magazine, handling organizational growth and day-to-day operations. Helped launch their first blog; expanded audience through social media; and implemented improved processes for managing submissions, subscriptions, institutional knowledge, and internal data.

Guided editorial decisions, ran weekly meetings, and oversaw a team of 5 leaders and 40 grad/undergrad staff. Did layout for print issues, and designed covers, ads, and promotional materials. Represented organization at bookfairs and community events. Responsible for email marketing, budget, database management, and grant proposals.

Parent Teacher Association, National Headquarters

Senior Writer & Editor

AUGUST 2007–SEPTEMBER 2009 / CHICAGO, IL

“Voice of PTA leadership.” Executive speechwriting; managed thought leadership process (including identifying op-ed and public speaking opportunities for the CEO and president). Established leadership presence on social networks; wrote and edited for annual reports, publications, e-newsletters, and executive officer letters and columns. Appointed communications department lead for legislative affairs and the organization’s national convention (including event scriptbook).

National Multiple Sclerosis Society—Greater Illinois Chapter

Communications Manager

FEBRUARY 2004–AUGUST 2007 / CHICAGO, IL

Developed marketing strategies and messaging for the chapter, events, and programs. Initiated integrated branding of the chapter. Created supporting web/print pieces, developed identity work for events and programs, and wrote/edited articles for quarterly publications.

Generated, managed and reported on e-mail and web marketing campaigns. Led creation of new website, from information architecture to content creation to design to site maintenance/governance.

Worked with advocacy manager on outreach projects to Hispanic community, action alerts, congressional visits, and town hall meetings. Supervised interns and associates. Member of staff/board/volunteer strategic marketing committee with five-year outlook for chapter.

Chicago Internet

Copywriter & SEO Specialist

FEBRUARY 2001–JANUARY 2004 / CHICAGO, IL

Copywriting for print and web; web marketing, search engine optimization, and online ad campaign management; information architecture planning; proposal writing; graphic design production work; quality assurance testing.

Sellstrom Manufacturing

Marketing Assistant

SEPTEMBER 1999–JANUARY 2001 / PALATINE, IL

Responsible for new product promotion, organizing trade shows, competitive product research, producing in-house training videos, supervising fulfillment clerks, and acting as sales rep liaison.