

Jennifer Ann Gordon

JAG-A.COM

PROFESSIONAL BIO

Regardless of the type of project, Jennifer Ann Gordon takes consulting and writing seriously. She pays acute attention to the underlying thoughts, concepts and aims of each project before it takes form in words, well-knowing the impact that both thoughts and words have on the people in our worlds.

Jennifer has produced a broad range of published, professional work -- from "Voxeo's Voice eXtensible Mark-Up Language Programmers' Guide" to "The Future of Innovation."

She has extensive experience consulting with and writing for start-ups in the United States, Canada and Europe. Jennifer has also written for marketing, brand identity, and website firms on behalf of their clients.

From blogging, reader-friendly technical writing, ghostwriting, and company profiles to writing website copy and banner ads, Jennifer's solid body of commercial writing runs the gamut.

In 2009, Jennifer, a published poet, authored her first book, "[A Woman's Mind Half Naked](#)." Also in 2009, Jennifer founded "CONFIDENCE for Women Who Lead," an international women's leadership program.

Jennifer serves on the Board of Directors of the Sacramento Entrepreneurship Academy (SEA) from 2007-present. For two of those years, she headed the marketing committee. She also headed SEA's Annual Showcase event and directed and produced SEA's recruitment video.

Jennifer has also served on the advisory board of the French start-up, Unfrozenmind, Ltd. and was a think tank member, consultant and writer for HealthSphere, a start-up in the Sacramento region.

EXAMPLES

Please find examples of Jennifer's work below. The Case Studies were chosen to illustrate the wide spectrum of Jennifer Ann Gordon's writing experience and expertise.

ONLINE WRITING EXAMPLES

Websites

[Convention Management Resources](#)

[Agriculture Industries, Inc.](#)

[Western Stabilization](#)

[Favors With Style](#)

Blogging

Email A to Z

[e-Ubuntu, Baby!](#)

[Billboard Brain](#)

Publications

[Beautiful and Lovable, the Yalla! Way](#)

[The Future of Innovation Will Require a More Open Language](#)

Videos and Flash Banner

[Sacramento Entrepreneurship Academy Recruiting Video](#). Produced and co-directed the creative.

Also wrote and directed [the flash banner](#) on the Sacramento Entrepreneurship Academy's website home page.

The Orleans is an exquisite blend of urban living, history, culture and commerce in the heart of Old Sacramento. With an ambience both historic and contemporary, The Orleans is a fresh approach to the urban lifestyle.

At the heart of Sacramento, The Orleans comprises 24 rental lofts, 14 units of which have 13-foot ceilings with 8 two-story units on the upper floors. Designed to take advantage of the California climate, most lofts have extensive balconies or rooftop terraces.

NEW LOFT LIVING IN OLD SACRAMENTO

The Orleans

WWW.OLDSACPROPERTIES.COM

Yalla! Emboldening women to live deliciously

Yalla! Emboldening women to live deliciously

Sacramento Entrepreneurship Academy

Promotional flyer

WE'RE SEARCHING FOR YOU.

Q- creativity, passion, energy, dedication, focus

REPRENEURSHIP US ABOUT YOUR

INTENSE ENTREPRENEURSHIP TRAINING
The education, mentoring and support you need to fast track your entrepreneurial and entrepreneurial success. Hands-on. Real world.

POWERFUL CONNECTIONS
Interconnect with Sacramento's entrepreneurs and business leaders on a regular basis.

INCREDIBLE WEALTH
The passion, experience, expertise and long term relationships of our SEA community members are here for you. Tap into it.

INTERESTED?
800-871-2868
sea@sacramentoentrepreneur.org

"SEA provides hands-on experience in a business ambience that cannot be found in a classroom."
— Teri Rogers, MBA Graduate 2008

SACRAMENTO entrepreneurship ACADEMY

A Woman's Mind Half Naked
JENNIFER ANN GORDON

A Woman's Mind Half Naked
JENNIFER ANN GORDON
Disc One

JENNIFER ANN GORDON
Half Naked
A Woman's Mind

JENNIFER ANN GORDON
Half Naked
A Woman's Mind

Case Study #1

Silicon Valley start-up

Reader-friendly Technical writing

“We hired Jennifer because she is a poet. She understands white space and the power of words.”

— LeeAnne Phillips

Voxeo’s Director of Publications formerly and author of *Using HTML 4*, *Practical HTML 4*, and *Using XML: Special Edition*

Challenge: Voxeo’s tech support desperately needed a VXML guide to help them assist their developer-clients. Voice eXtensible Mark-up Language (VXML) was a new language about which there was nothing written except the World Wide Web Consortium’s (W3C) preliminary document. Voxeo Corporation was developing its own VXML for web-based telephonic applications.

Solution: Voxeo hired me to write the guide. We worked with Voxeo’s VXML developers to understand this new language, as I wrote the guide to be clean, easily understandable and logical.

Result: Voxeo was able to support its customers with the guide. Tech support used “Voxeo’s Voice eXternal Mark-Up Language” extensively. Voxeo also gave the guide to its first customers. The guide was heralded as “the bible of vxml” by Voxeo’s tech support. Voxeo got its second round of funding and is now a thriving company in Florida, Europe and Asia.

Case Study #2

Online comedy magazine

Feature articles and interviews

“Jennifer Gordon has a terrific writing style. She reads like a copy of Vanity Fair or a good airline magazine article. Her interview with 'The Lovemaster' is so well written, I would not be surprised if it gets picked up by the Huffington Post or one of the bigger aggregators.”

-- [Chris Henry](#)

Independent Producer, Director & Screenwriter

Challenge: AmericasComedy.Com, a start-up, needed to differentiate itself from other online comedy mags and drive business to its website.

Solution: We developed the elegant style for AmericasComedy.Com's feature interviews/articles. Not only is each interview loaded with rich content, it is well-written and an easy, fun read.

Result: The number of visitors to the site greatly increased and continue to increase. Many of the articles are shared on Twitter and Facebook. AmericasComedy.Com is gaining momentum and is beginning to be seen as a threat by other online comedy mags. Yes!

Case Study #3

San Francisco firm in the hospitality industry

Website Copywriting

“You are one breath of fresh air, Jennifer, and your energy and exuberance for life are truly uplifting! SO glad we connected!! Thank you for being so tenacious, resilient, enthusiastic, positive, optimistic, reassuring and determined. It's a pleasure working with you!”

— Jim Jardine
Convention Management Resources, Inc.

Challenge: Convention Management Resources (CMR) had just given great care to refreshing its company and brand identities. They needed website copy to reflect their updated brand.

Solution: We studied CMR’s branding carefully and worked closely with them to understand how they wanted to present themselves. We wrote the website copy with Search Engine Optimization in mind, while keeping it in line with the spirit of the brand . . . hospitable, seamless, warm and expert.

Result: Convention Management Resource’s website comes up first in Google searches for “convention management.” As a result of our work with CMR, the website copy exuded their gorgeous brand and their website became a more vital sales tool. CMR had the confidence in their newly branded/written site to shout their services from the cyber-rooftop which made their website a more useful and dynamic sales tool.

Case Study #4

Non-profit entrepreneurial organization Brand Identity Revitalization

“Jennifer Gordon developed a creative and fresh approach to our core messaging and marketing outreach which connected with the age demographic, college students, that we wanted to attract. Before Jennifer came on board, our marketing communications was centered around what SEA wanted our candidates to find appealing. As a result of Jennifer’s leadership and communication skills, we were much clearer regarding what we were looking for in candidates and we were more effective in recruiting the best fits for the SEA.”

— Dave Chamberlain
Former CEO of the Sacramento Entrepreneurship Academy
CEO of Kovar Satori Martial Arts Academies

Challenge: The Sacramento Entrepreneurship Academy’s (SEA) brand needed refreshing in order to increase alumni involvement, attract college students to apply for membership, and entice the regional business community to become involved.

Solution: After examination of SEA’s messaging and presentation, we worked with alumni, students and board members to develop a more alive and fresher language to use in its marketing communications messaging which would connect with its audiences -- college students, SEA Alumni, and established entrepreneurs and *intrapreneurs* in the Greater Sacramento Region.

Result: SEA’s alumni involvement increased dramatically. High-caliber applicants to the SEA were attracted to the fresh and bold messaging. SEA’s board members had a renewed sense of enthusiasm and buy-in. SEA’s image was differentiated and revived in the eyes of the business and educational communities.

Case Study #5

An innovation consultancy in the United Kingdom Website Copy Editing for Reader Engagement

“What a tremendous opener your words are . . . I think I might have to award you the title of ‘catalyst’ . . . “

Dr. Bettina von Stamm, Founder & Catalyst
Innovation Leadership Forum

Challenge: Dr. Bettina von Stamm needed her Innovation Leadership Forum website to increase sales of her books and innovation tools, as well as to attract new members.

Solution: I made sure to showcase her amazing products, content/knowledge and accomplishments “naturally” and throughout the site. Through some reorganizing, editing and creative touches, I was able to achieve a much more comfortable language and a more intuitive organization of thought.

Result: Innovation Leadership Forum’s new website copy and organization showcased Bettina’s books and innovation tools to increase sales, as well as engaged visitors to stay longer on the site. The usefulness of the back-end password protected membership area greatly increased and helped retain existing members, as well as differentiating ILF from its competitors.

Case Study #6

International best-selling biz author

Blogging

Challenge: Start-up company needed to generate buzz and business through a blog.

Solution: We wrote daily inspired posts for the blog based on Tim Sander's "Dirty Dozen Rules of Email Etiquette."

Result: The company received a jump-start in reaching its primary market. From this content-rich blogging platform and in conjunction with the DVD, *Email A to Z* was able to build and expand their outreach.