

Jennifer Bruni

Senior Copywriter



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Professional
info

Work
experience

Education

Results-oriented, research-driven writer, editor, and content manager with proven record of increasing readership, sales, and response rates.

Senior UX Writer, Santander Bank, NA, Boston, MA | 2020-Present

UX Writer for Santander's Digital Banking group. Involved in all phases of UX writing and design for the bank's consumer and business digital online and mobile banking channels. Creates concise, simple content, including micro content and longer-form website and email content. Contributes to standards and style guide.

Founder and Owner, Mercury Communications, Brookline, MA | 2002 – present

consulting business. Clients include Liberty Mutual Insurance, State Street Global Advisors, MFS Investment Management, Fidelity Investments, Deutsche Bank, JP Morgan Invest, First Marblehead, John Hancock, Sun Life, National Financial, Plymouth Rock Assurance, BNY Mellon/Eagle Investment Systems, as well as numerous other companies and advertising agencies.

Concept work and advertising writing for Digitas' Merrill Lynch/Bank of America account, and concept work and online and print direct marketing pieces for EMI Strategic Marketing for State Street Global Advisors and Zipcar, which won a NEDMA award.

Involved in all phases of B2B and B2C marketing campaigns, as well as web structure, print and online content development, content management, newsletters, social media content and direction.

Communications Manager, Massachusetts Trial Court, Boston, MA | 2013 - 2018

Reported to the Executive Office of the Trial Court, which oversees seven Trial Court departments, 101 courthouses, and 6,300 judges and employees.

Developed and updated the Trial Court's internal communications platforms to broadcast positive initiatives and achievements using consistent, measurable content management strategies.

Managed the Trial Court's internal communications, publications, intranet, and external website content for court users. Produced and published engaging e-newsletters for judges, court staff, and state legislators.

Provided guidance and communications support to court officials, developing a variety of communications materials that showcased court achievements and successful evidence-based practices.

Wrote and edited speeches, newsletters, op-ed articles, media and internal advisories and announcements, press releases, presentations, and annual reports. Developed and updated dynamic internal and external website content to keep communications relevant and up to date, ensuring readership loyalty and growth.

Replaced court publications and communications with Constant Contact to improve quality, delivery, and create readership metrics. Created measurable readership baseline that grew to over 50%.

**Fordham University, Gabelli
Graduate School of Business, New
York, NY**
MBA, Finance

**Barnard College, Columbia University, New
York, NY**
BA, History



Skills

Adobe
Creative Suite

Agile (CSPO®
Certification)

Atlassian
(Confluence, Jira)

Botsociety
(Conversational
Design
Certification)



Languages

Functional
fluency in Italian