

Jerry Soverinsky

Writer, Journalist, Author, Creative Consultant

Profile

Creative consultant, copywriter, marketing and advertising executive, and award-winning journalist, screenwriter, and scriptwriter with extensive experience writing for b2b, b2c, trade and consumer outlets and audiences.

Professional Experience (2002-present)

Corporate Clients:

Acadia Healthcare
Accident Fund
Acxiom
AF Group
AT Kearney
Alzheimer's Association
American Lung Association
Amway
Audi
Bank of the West
Betty Crocker
Big Ten Network
BlackBerry Cylance
Blue Cross & Blue Shield
BNP Paribas
BP
Brut
CBS Television
CETCO (*Minerals Technologies*)
Chicago Cubs
Cisco
CME Group
Colgate-Palmolive
Comcast
CommScope
Cubic Corporation
CVS Health (*formerly Caremark*)
Edelman
Ford Motor Company
Fuels Institute
GE
GE Capital
Gillette
Grainger
Harris Freeman / Harris Tea
Harvard Business Publishing
HomeGoods
Hyatt Hotels
Infusium
Johnson & Johnson
Jones Lang LaSalle
KPMG
Lions Club International
LPL Financial
Mack Defense
Major League Baseball
McDonald's
Mercedes-Benz
Million Dollar Round Table
NASCAR
Northern Trust
Orbitz
PCTEL
People's Security Bank & Trust

Deliverables

Blogs, articles, social media posts, PR
Internal communications
Book, articles, magazine columns
Internal communications, executive speeches
Whitepapers, articles
Video scripts
Brochures, onsite events
Executive speeches, magazine features
Executive speeches, marketing collateral, onsite events
Blogs
TV commercials, video scripts
Web content, social media content
Books, web content, marketing collateral
Video scripts, web content, brochures
Blogs
Brochures, press releases, marketing collateral
TV commercials
Onsite events
Articles, press releases
TV commercials, press releases, web content
Internal communications, blogs, articles
Whitepapers, articles
Video scripts
TV commercials, web content, RFPs, video scripts
Copywriter: website
Website
Legal
Public relations, social media
TV commercials, reports
Reports
Video scripts
Video scripts
TV commercials, scripts, web content, social media
Video scripts
Promotional copywriting
Video scripts
TV commercials
Video scripts
TV commercials
Interactive visual aids
Print and digital ads
Whitepapers, articles
Video scripts
Speeches, video scripts, articles
Video scripts
TV commercials, web content, social media content
Web content, video scripts
Copywriter: external communications (B2B, B2C)
Articles, blogs
TV commercials, web content, social media content
Print and digital ads
Web content, articles
Video scripts
Blogs, articles, press releases

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PepsiCo
Plante Moran
Priority Health
Tootsie Roll
Toyota
Trafficware
Tropicana
USG
Wrigley

Video scripts
Book, whitepapers, articles, web content
Internal communications
Web content
Content development
Web content
Video scripts
Web content
Video scripts

Publishing Outlets Include:

AdAge
American Bar Association
American Greetings
AOL/Huffington Post
Boston Globe
Boston Herald
Chicago Sun-Times
Chicago Tribune / RedEye
Conde Nast
Middle Market Growth Magazine
Midwest Living
National Lampoon
Newsweek Budget Travel
Toronto Globe & Mail
USA Today
WSJ.com

Position

Columnist
Features writer
Humor writer
Columnist, blogger
Correspondent, features writer
Features columnist, Journalist
Correspondent
Features writer, journalist
Features writer, blogger
Features writer
Features writer
Staff writer
Features writer, columnist
Features writer
Features writer
Contributor

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Education

University of Michigan

Ann Arbor, MI

B.A. in Communications, Honors Department – *Highest Honors*

Wayne State University Law School

Detroit, MI

J.D., Michigan Bar Member

Volunteer

Lurie's Children's Hospital, Chicago

Make-A-Wish Foundation, Chicago

Legal Assistance Foundation, Chicago

Family Life Center Volunteer

Wish Granter

Pro Bono Attorney

Awards & Honors

Rhodes Scholarship

University of Michigan Honors Department

Invited twice to apply for a Rhodes Scholarship by U of M's Honors Department.

Hopwood Award

University of Michigan

First place, dramatic writing (screenplay)

CAB Cable Advertising

Top Multi-Platform Commercial

Lowell Thomas Award

Best U.S. Newspaper Travel Feature

Best Series, U.S. Newspaper, Magazine, Online

Miscellaneous

Completed 4,200-mile solo cross-country cycling trip. Worked as a features columnist for the *Boston Herald* enroute, chronicling my journey.