

# 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  
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      Family Life Center Volunteer  
**Make-A-Wish Foundation**, Chicago      Wish Granter  
**Legal Assistance Foundation**, Chicago      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.