



Jonathan Everitt
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EDUCATION

1994 **Syracuse University**
S.I. Newhouse School of Public Communications
BA in journalism

EXPERIENCE

- 2010 - Present **Independent copywriter and creative strategist**
- Thoughtful, practical approach to client challenges
 - Crisp, emotional writing crafted to move target audience to action
- 1999 - 2010 **Sr. Copywriter, Roberts Communications, Rochester, NY**
- Master of traditional and new media
 - B2B, B2E and consumer communications
- 1999 **Editor, Ziff-Davis Journals, Rochester, NY**
- Writer and editor for periodical division
 - Tested instructional articles against current software
- 1995 - 1999 **Copy Editor, *Finger Lakes Times*, Geneva, NY**
- Writer, editor and designer of special sections
 - Edited zoned Sunday editions
 - Designed and edited four-color front page

OTHER PURSUITS

- 2010 - Present **BOA Editions, Ltd.**
Board of Directors
Public Relations consultant
- 2006 - 2010 **ImageOut Film Festival, Rochester, NY**
Board of Directors
Publicity Chair
ImageArt/Poetry coordinator and contributor
- 1995-1998 **Geneva Theatre Guild, Geneva, NY**
Board of Directors
Publicity Chair
Summer musical producer