



COPYWRITER

508-246-3201

jillyapatow@gmail.com

jillianapatow.com

education

Savannah College of Art and Design | Savannah, GA
Master of Fine Arts in Advertising

Boston University | Boston, MA
Bachelor of Science in Communication,
Magna Cum Laude

skills

Writing & Storytelling

Copywriting, creative strategy, campaign development, brand voice, copy editing, poetry, screenwriting

Art

Watercolor painting, digital illustration, embroidery, cross stitch, photography, upcycling trash into DIY treasures

Tech

Adobe Creative Suite, Procreate, Final Draft, social media content & platforms

interests

- ✕ Grandma crafts
- ✕ Dumpster diving
- ✕ Happy Meal toys
- ✕ Gravestone epitaphs
- ✕ Oatmeal raisin cookies
- ✕ Garfield collectibles

experience

Pega | Waltham, MA

Senior Copywriter, June 2025 — Present

- ✕ Make enterprise technology easier to understand, connect with, and care about
- ✕ Develop creative platforms around AI, automation, and business transformation, turning robot fever dreams into ideas that resonate with actual humans
- ✕ Write across web, social, OOH, video, and long-form content, giving dense technical ideas a pulse and personality
- ✕ Create theming, signage, and activations for global trade shows and conferences

Colossus Creative Co. | Boston, MA

Copywriter, April 2023 — March 2025

- ✕ Collaborated with brands to craft their distinct voice, personality, and point of view
- ✕ Concepted and executed brand campaigns and social content
Produced web copy for both well-established brands and start-ups seeking greater reach and recognition
- ✕ Curated a unique brand identity for a start-up wellness company
Authored a manifesto for one of the nation's leading orchestras

Jr. Copywriter, June 2021 — March 2023

- ✕ Concepted, refined, and executed creative campaigns for a variety of brands, ranging from canned wine, to indoor farming, to healthcare software
- ✕ Crafted copy for video and radio, OOH signage, blog posts, email, direct mail, pamphlets, and flyers

The Provincetown Independent | Provincetown, MA

Contributing Art Director, Summer 2020

- ✕ Executed print advertisements for a campaign to increase awareness and readership

Cape House Shop | Orleans, MA

Advertising Coordinator, June 2015 — December 2019

- ✕ Wrote, designed, and distributed seasonal store brochures
Crafted product descriptions for holiday catalogs
- ✕ Organized sidewalk sales and outdoor signage
Managed holiday displays and accompanying promotions

about me

I grew up on Cape Cod surrounded by grumpy old fishermen and the smell of salt & vinegar chips. My parents read me Shel Silverstein at bedtime so all I ever dreamed about was writing funny little stories. Outside of 9 to 5, you'll find me practicing my burgeoning origami skills or hunting for treasures at the local dump's swap shop.