

Gregg Jaffe

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Experience

11/02-Present **Chicago RedFace**, www.chicagoredface.com Chicago, IL

Publisher/Editor-In-Chief

- Co-developed the concept for the website.
- Write weekly articles and columns about global and local stories using satire and parody.
- Edit all stories and design layout of main section and sidebars.
- Review, revise and determine use of contributor submissions.

10/00-05/03 **Ogilvy & Mather Advertising** Chicago, IL

Assistant Account Executive

- Acted as daily liason between Clients and other Agency departments.
- Wrote creative briefs describing the Client needs, demographics of target, and essence of campaigns.
- Wrote Point of View to Clients explaining Agency position on specific projects and how to proceed.
- Kept track of timelines and strategic needs, including brainstorming and devising actual ideas to become advertisements from inception to air/issue dates.
- Monitered current cultural trends and competitor activity relevant to Clients' products.

3/00-4/01 **DigitalConnections of Chicago** Chicago, IL

Director of Public Relations/Marketing (Volunteer)

- Developed tactics to maximize awareness and attract volunteers to this non-profit organization.
- Wrote copy for website, newsletters, recruitment posters and media kits.

Curriculum Coordinator (Volunteer)

- Devised a program for teaching technology to underpriveleged children at Chicago Public Schools.
- Taught classes weekly using the curriculum model and molding it appropriately for each lesson.

10/99-01/00 **Showerings (Ireland) Beverage Distributors** Dublin, Ireland

Field Marketing Representative

- Responsible for in-store merchandising and product placement of Bulmers and Ballygowan, Ireland's top selling cider and bottled water, in major grocery chains and off-license stores.
- Managed client relations on product delivery and display issues.

Education

The George Washington University Washington DC

B.A. International Affairs; Concentration: International Politics, May 1999

Spanish American Institute Seville, Spain

Study Abroad Program, Spring 1998

Activities and Skills

- Co-Founded sketch comedy group "Funny How;" also produced/wrote/directed/performed two shows.
- Completed *Second City Training Center* Writing Program, and improv classes at *Second City* and *Improv Olympic*.
- Website Design: www.hydracast.com
- Competent in PC/Mac, MS Office, HTML, Adobe Photoshop 7.0 and GoLive 6.0.
- Proficient in speaking and writing Spanish.