

Josette Hutchinson

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Experience

Freelance Writer (2011 – present)

Josette Hutchinson, LLC

- Provide research, writing, and strategic planning services.
- Brand experience includes AGCO, Land O'Lakes, DuPont, WinField, Novartis Animal Health, Pillsbury, General Mills, Muir Glenn and the International Olive Council.
- Adept at optimizing digital content for search while maintaining brand voice.
- Empathetic interviewer. Skilled at cultivating relationships and uncovering valuable brand insights.
- Successful at translating technical information into easy-to-understand language.

Content Writer (2009 – 2011)

Colle+McVoy and Exponent PR, Minneapolis

- Produced news and feature stories for agribusiness, animal health, food and wellness and energy clients.
- Served as managing editor of monthly agribusiness newsletter. Covered agronomic trends, new product developments and company announcements.
- Wrote and managed content for multiple websites. Experience includes leading multi-writer team for 800-page large-equipment website redesign.

Senior Account Executive (2005 – 2009)

Colle+McVoy, Minneapolis

- Orchestrated national brand communications, from strategic planning and creative development to flawless execution during production.
- Performed qualitative research in fields of agriculture and energy; conducted telephone, in-person and on-camera interviews and presented research findings.
- Provided clients with event planning, speech writing and presentation development.

Account Coordinator (2004 – 2005)

Kruskopf Coontz, Minneapolis

- Co-author and voice of “Let’s be Honest,” an agency podcast surveying cultural and marketing trends. Featured by the Star Tribune and MPR’s Midmorning Edition.
- Managed day-to-day account activity for a health-care client. Led preliminary research, contributed to creative process and client presentations.
- Supported new business initiatives, from prospecting and tracking new biz leads to researching, organizing and contributing to the writing of RFP responses.

Recognition

The Effies / Creative Excellence in Business Advertising / Public Relations Society of America / The National Agri-Marketing Association / American Agricultural Editors' Association

Education

B.A. University of Minnesota

Major: Journalism and Mass Communication

Minor: Art History

A.A.S. Minneapolis Community and Technical College

Photography and Media Production