

# Creating Communication Campaigns that Create Change



## Key Message Development

- **For the last five years**, developed key messages in Honor Courage Commitment's fellowship program. Developed messages and value propositions for over 40 businesses.
- **Simplified message** and value proposition for HingePoint, resulting in focused marketing and sales approach that created more sales year over year.
- **Created a brainstorming** method that develops key messages on a communication topic. Since January 1, 2018, Points on Paper has received over 1,170 Pageviews, 284 from organic traffic.



## Communication Strategy

- **Points on Paper** – Drove leads and sales through content marketing, email marketing and SEO for my own business.
- **HingePoint** – Procore Partnership: Helped create partnership with leading construction software company. Set up B2B relationship through marketing channels: conference marketing, SEO, and content
- **AT&T** – Helped set communications strategy and message for a \$2M internship program from the senior leadership team, which was the highest rated internship program in the company.



## Content Creation

- **HingePoint** – 1.5 year project where I quadrupled blog traffic and increased organic traffic by 98 percent year over year. New leads created over \$2m in sales. Wrote about SharePoint, data and Salesforce.
- **Arlington School** – Doubled online leads by updating website to a mobile format, created a new value proposition, content and improved SEO.
- **Skills include:** Creating videos, blog articles, SEO articles, landing pages, emails, news releases, news letters and presentations.

# Jimmy Epperson's Continuous Path to Growth

writer, communications consultant, marketer, content creator



"Be strong and of a good courage.' Act for the best, hope for the best, and take what comes."

-James Fitzjames Stephen

# JIMMY MARLIN EPPERSON III

[jimmyepp@icloud.com](mailto:jimmyepp@icloud.com) • (972) 839-6045 • Dallas, Texas

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## Communications Consultant & Content Creator

Highly self-sufficient and versatile **communications consultant** and **writer**. Quickly transforms and clarifies complicated ideas into concise points. Creator of consistent, clean content that resonates with the audience while considering the human element, the key message and story needed to create change. Applies and focuses on the fundamental elements of communication in all projects, while thriving on deadline and finishing projects quickly and with quality.

### Core competencies include:

Writing Stories • Writing on Deadline • PowerPoint • Key Message Development • Strategic Communications • Teamwork • Relationship Building • Listening • Creating Video Content • Communication Plans and Strategies • Social Media • Research • SEO • Key Metrics • Microsoft Office • Adobe Creative Cloud • HTML • CSS

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## PROFESSIONAL EXPERIENCE

### POINTS ON PAPER

2013-PRESENT

#### Founder

- Media trained politicians and consulted senior leaders.
- Created communication strategies and storylines for small businesses, entrepreneurs, young executives and middle managers. Consistently created communication plans and strategies, key messages and content.
- Worked with Honor Courage Commitment for more than four years training and creating clear messages for new veteran business owners.
- Wrote product whitepapers, eBooks, blog posts, and created videos and influential messages, speeches and presentations.

### AT&T INC.

2011-2014

#### Communications Consultant, Dallas

- Created strategic messages for new HR training and development software.
- Developed communication plans and messages for leadership programs, college recruiting programs, new business units, new products and new technology.
- Created articles and videos about diversity, technology, big data, employee performance, morale and processes.

### FLEISHMAN-HILLARD

2009-2011

#### AT&T Regional Media Lead, Dallas

- Identified and created stories about AT&T small business, enterprise products and services in the South-Central region.
- First regional lead to gain TV news coverage about small businesses using mobile applications.

### PUBLIC STRATEGIES

2006-2008

#### Account Executive, Austin

- Worked on a reputation campaign for a large hospital chain in an effort to reshape its image. Worked on background interviews and message research.
- Worked in communication war room for private-equity firm's buyout of TXU.

### JOURNALIST

2002-2006

- Held various roles in the newspaper industry: lead writer, lead designer, night police reporter and editor in chief. Intimate understanding of characteristics of the news. Learned to show not tell, write well and tell stories.

### UNIVERSITY OF CENTRAL OKLAHOMA

- B.A. Journalism - December 2003;
- Senior Writer - The Vista (University newspaper)
- Internship - The Edmond Sun