

## About

Joy Jennings is an experienced communicator based in Dallas, Texas. Her expertise is ideal for businesses that need assistance with PR, marketing, communications, Web content, advertising and project management. See the [Services page](#) for a list of project ideas.

Joy has a diverse 18-year career in communications, from marketing and public relations, to advertising and copywriting. She has navigated the politics and org charts of large multinational corporations, such as Nortel, Philips Electronics, PageNet and Pegasus Solutions. Her career also has taken her to the scrappy, DIY environments of smaller businesses, including Alibre and DAC Services.

Apart from the corporate (or "client" side), Joy has worked in advertising agencies and a graphic design studio. As a PR manager, she has guided the work of some of the world's largest PR firms.

Joy believes in strong, persuasive writing—presented clearly and concisely, with conversational language and short sentences. She uses and advocates Associated Press style for all writing projects. Even for the most technical subjects, Joy communicates effectively to a wide range of audiences.

With experience in numerous industries, Joy picks up new concepts quickly. She has absorbed the terminology and technology of speech recognition, optical character recognition, travel, telecommunications and more. See the [Experience page](#) for a complete list.

A native of Denison, Texas, Joy holds a bachelor's degree in business administration from Baylor University where she majored in marketing.