

Jennifer Anderson



As Digital Communications and Marketing Manager for a wine communications firm here in the Napa Valley, I managed and wrote content for a fast-paced, weekly digital newsletter on wine. I have a Stegner Graduate Fellowship in writing from Stanford University and a Masters Degree in English from UC Davis. I'm also the co-owner of a small wine brand with my husband, and I have 30 years of experience tasting and evaluating wine. I can help you level up your wine communications by reaching wine drinkers with meaningful, direct language.



Energize: Perfect the language in your current release wine tasting notes and wine labels.

Maximize sales by using clear, expressive language that appeals to wine drinkers while avoiding technical jargon.

Celebrate: Tell the story of your brand in a commemorative book.

Maybe you're celebrating a milestone anniversary in winemaking or have an important story to tell about history and place. I can help bring your story to life.

Embark: Create new website content.

Starting from scratch? Adding something new? Let's get the details right and create your unique voice together.

Refresh: Update and edit your existing website's written content.

A new pair of eyes can tell you what's working or not working in your website's written content. Many websites hide core content and frustrate customers looking for concrete details.

Engage: Create a digital newsletter, marketing campaign, video script, webinar script, and more.

Reach wine drinkers with fresh writing about what is unique to your wine brand, not canned marketing language or generic AI-generated copy that contributes to information fatigue.

Contact me to schedule a Zoom call. I'd love to discuss your project and provide a proposal.