



Jane R. LeBlanc

marketing & editorial writer | copy editor & proofreader

Marketing Writer: *Emails, social media, product copy, paid advertisements, website copy, SEO, catalog copy, blogs*

Editorial Writer: *Q&As, profiles, features, alternative news articles*

Copy Editor & Proofreader: *Voice, tone, flow, call to action, consistency, grammar*

Relevant Experience

pNeo LLC - Copywriter

July 2020 - April 2021

- Increased Baby Shusher Instagram follower count by 19.48% in one and a half months via influencer program (giveaways with no “out of pocket” cost except product) - 12,485 followers to 14,917 followers
- Increased email open rate by 239%, and increased email click-through rate by 730%, in one month via newsletters featuring contest teasers, customer spotlights, and cross-promotional brand highlights
- Manage Instagram and Facebook accounts for all eight brands
- Rewrite and reorganize all websites’ copy and all product listings on Amazon
- Source influencers and coordinate giveaways, testimonials, and blog Q&As
- Write press kits for all brands, including B2B, B2C, and influencer-focused versions
- Help storyboard photoshoot and video shoot concepts for all brands

Wisteria - Senior Copywriter

July 2018 - March 2020

- Increase click-through and conversion rates via dynamic copy for emails, website, product pages, paid advertisements, catalog, and blog
- Collaborate with graphic design to create informative and engaging in-store flyers and signage for promotions and debut collections
- Co-create content plan for daily emails, catalog features, and blog topics with a focus on delivering unique messaging that is creative while also promotional
- Develop guidelines for the company’s voice, message, and calls to action, unifying the brand identity across all channels of marketing

Tandem Theory - Copywriter

May 2018 - July 2018 (Contract)

- Write on-brand, action-oriented emails, articles, blogs, and web copy for a variety of clients, including Zoës Kitchen, Genghis Grill, and HEMPd
- Work with the creative team to re-conceptualize and re-brand all website content for a home-buying company, including writing SEO-rich copy for all webpages



Jane R. LeBlanc

marketing & editorial writer | copy editor & proofreader

CosmoProf Beauty - Copywriter & Proofreader

August 2015 - April 2018

- Write copy for all company-wide marketing campaigns—including campaign names, headlines, subheads, calls to action, and body copy—for omni-channel advertising
- Write engaging, action-oriented copy for magazine ads and direct-mail pieces
- Interview beauty professionals for exclusive Q&As featured in the Shopping Guide and blog
- Proofread and approve the monthly, multi-version Shopping Guide, ensuring brand standards are met and all promotional information is correct

Dallas Observer - Freelance Journalist

August 2012 - October 2015

- Cover the local comedy scene, interviewing local comedians and reviewing shows
- Highlight unique local businesses with a focus on their contribution to the community and the story behind their inception

Mayborn Graduate Institute of Journalism - Graduate Student Assistant

January 2012 - August 2013

- Update and craft new website copy to make website navigation user-friendly
- Write copy for all advertising flyers, signage, and print materials
- Manage school's social feeds, engaging with followers and promoting the school and events

Various Financial Companies - Proofreader & Content Editor

September 2008 - May 2015 (Contract)

- Read financial documents and internal communication for grammatical errors and adherence to company style
- Coordinate workflow from a national online queue based on client deadlines and scope of projects
- Ensure usability and functionality of electronic products by identifying and correcting errors and potential issues in XML coding

Education

Mayborn Graduate Institute of Journalism
Master of Journalism with Honors
News Editorial and Writing

University of North Texas
Bachelor of Arts - English
Technical Writing