



Jane R. LeBlanc

[janerleblanc.com](http://janerleblanc.com)

marketing & editorial writer | copy editor & proofreader

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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*

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## Relevant Experience

### **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

### **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



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**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

**Spirit Magazine** - Intern

*January 2013 - May 2013*

- Research and write front- and back-end pieces, including informative and entertaining featurettes and calendar events
- Fact-check feature stories in coordination with interview subjects

**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
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**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