



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*

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## Relevant Experience

**RuffleButts** - Digital Content Writer

*June 2021 - September 2021*

- Wrote compelling, actionable, conversational copy for all digital platforms, including: brand website, Amazon, email, Instagram, Facebook, Pinterest, SMS, video, and paid ads
- Contributed to creative brand development strategies and marketing initiatives that speak to the company's core demographic
- Established a consistent, market-appropriate brand voice for all consumer-facing content, including both digital and print

**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*

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



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**Tandem Theory** - Copywriter

May 2018 - July 2018 (Contract)

- Wrote on-brand, action-oriented emails, articles, blogs, and web copy for a variety of clients, including Zoës Kitchen, Genghis Grill, and HEMPd
- Worked 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

- Wrote copy for all company-wide marketing campaigns—including campaign names, headlines, subheads, calls to action, and body copy—for omni-channel advertising
- Wrote engaging, action-oriented copy for magazine ads and direct-mail pieces
- Interviewed beauty professionals for exclusive Q&As featured in the Shopping Guide and blog
- Proofread and approved 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

- Covered the local comedy scene, interviewing local comedians and reviewing shows
- Highlighted 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

- Updated and crafted new website copy to make website navigation user-friendly
- Wrote copy for all advertising flyers, signage, and print materials
- Managed 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
- Coordinated workflow from a national, online queue based on client deadlines and scope of projects
- Ensured 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