

Jane R. LeBlanc

Master Portfolio



klondikebar  Edited • 96w

 KLONDIKE MIC DROP CONTEST 

We wanna hear your EPIC cover of our famous jingle, one that deserves a mic drop 🎤 and some serious prizes. 🌟 All musical genres welcome.

These amazing prizes will go to the highest scoring entries:

- 🏆 1 Grand Prize Winner: Studio-quality mic & Klondike coupons
- 🥈 3 Runners Up: Chocolate-colored, foil-wrapped record featuring your cover & Klondike coupons
- 🥉 5 Honorable Mentions: Klondike coupons

! NOTE: Lyrics must stay the same: "What would you do for a Klondike?" (no "Bar" at the end) and melody must stay the same. All other creative choices are up to you! 🙌 Just keep it PG.

Ready to enter? Here's how:

👉 Record your Klondike jingle cover and post the video to Instagram with [#Contest](#) [#KlondikeMicDrop](#) and tag us [@KlondikeBar](#)

See link in bio to learn how we're judging the entries.

Must be 18+, 50 US & DC, no purchase necessary. Ends 10am EST 2/3/24. Promo Info & Rules: Link in Bio

Company - Client: Oliver Agency - Klondike

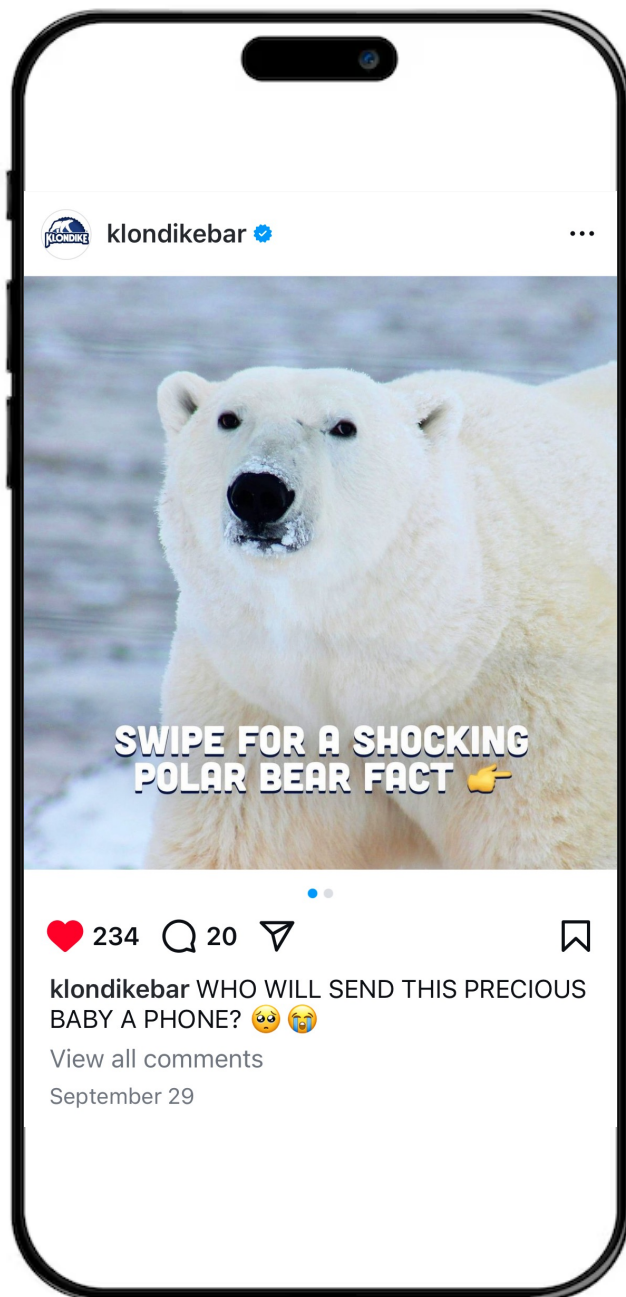
Project: Klondike Mic Drop Giveaway Contest

Job Title: Copywriter

Project Role: Creative ideation lead, client pitch lead, on-asset copy, caption copy

Format: Online - organic social media

Live Link: [INSTAGRAM LINK](#)



Company - Client: Oliver Agency - Klondike

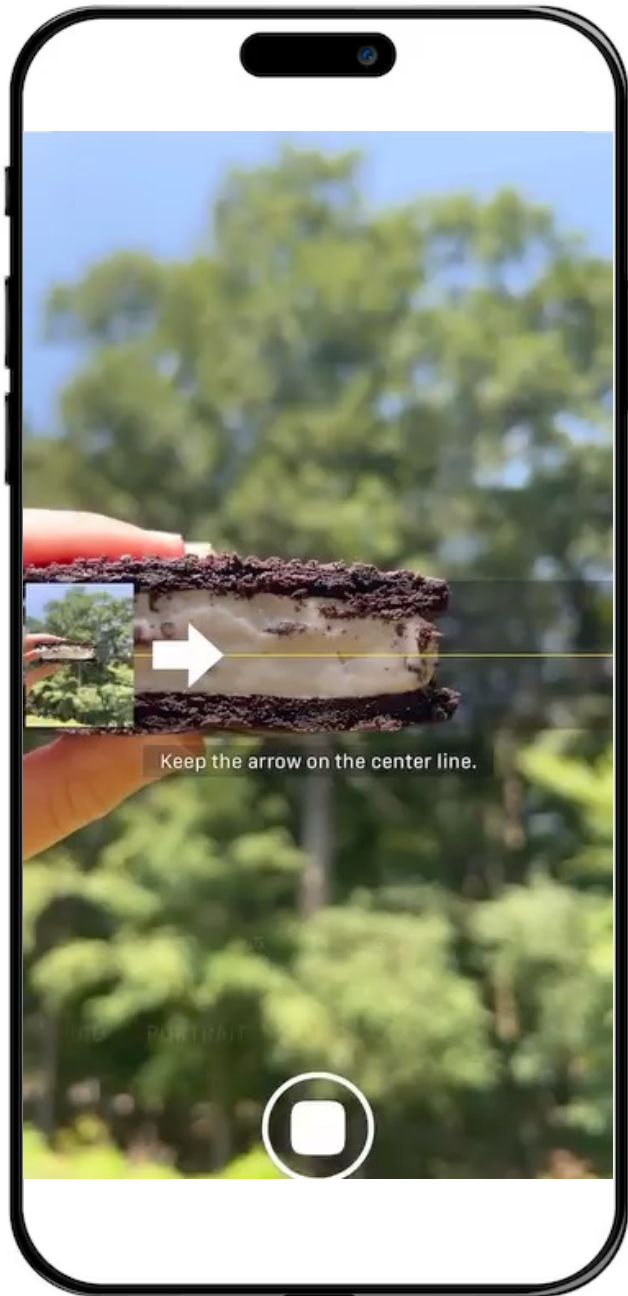
Project: Organic Social Post

Job Title: Senior Copywriter

Project Role: Creative ideation, on-asset copy, caption copy

Format: Online - organic social media

Live Link: [INSTAGRAM LINK](#)



klondikebar  64w
We knew that teacher was out to get us. 🤔

Company - Client: Oliver Agency - Klondike

Project: Organic Social Post - Reel

Job Title: Copywriter

Project Role: Creative ideation, on-asset copy, caption copy

Format: Online - organic social media

Live Link: [INSTAGRAM LINK](#)



Company - Client: Oliver Agency - Klondike

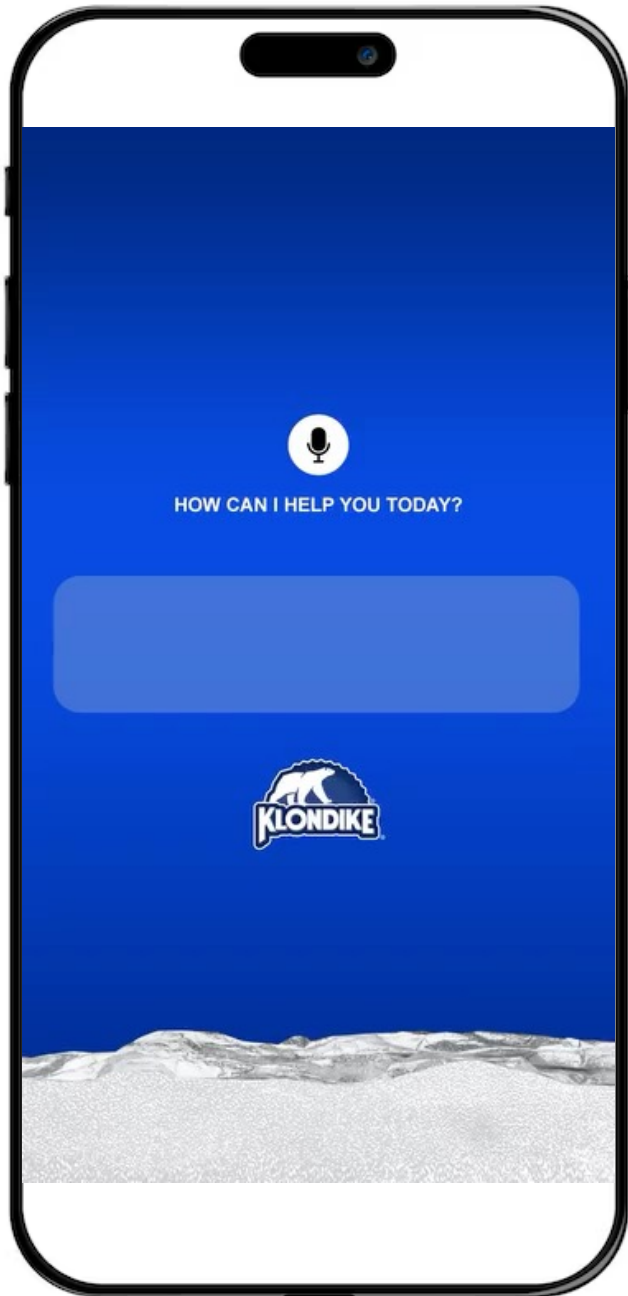
Project: Organic Social Post

Job Title: Senior Copywriter

Project Role: Creative ideation, on-asset copy, caption copy

Format: Online - organic social media

Live Link: [INSTAGRAM LINK](#)



klondikebar  34w

We promise to use AI only for good. 🙌

[#Klondike](#) [#4aKlondike](#) [#AI](#)
[#ArtificialIntelligence](#) [#DIY](#)

Company - Client: Oliver Agency - Klondike

Project: Organic Social Post - Reel

Job Title: Copywriter

Project Role: Creative ideation, on-asset copy, caption copy

Format: Online - organic social media

Live Link: [INSTAGRAM LINK](#)



Company - Client: Oliver Agency - Klondike

Project: Organic Social Post

Job Title: Copywriter

Project Role: Creative ideation, on-asset copy, caption copy

Format: Online - organic social media

Live Link: [INSTAGRAM LINK](#)



❤️ 154 💬 53 📌 28 📌

👤 Liked by bienkimberly and others

hellmannsmayonnaise Sammie's ready! Who wants to take a BIG bite?

👤 Me!

👤 Me but tiny!

#hellmanns #tinyhands #sandwich
#sandwichmaker #memes #funny
#funnyvideos

May 20

Company - Client: Oliver Agency - Hellmann's

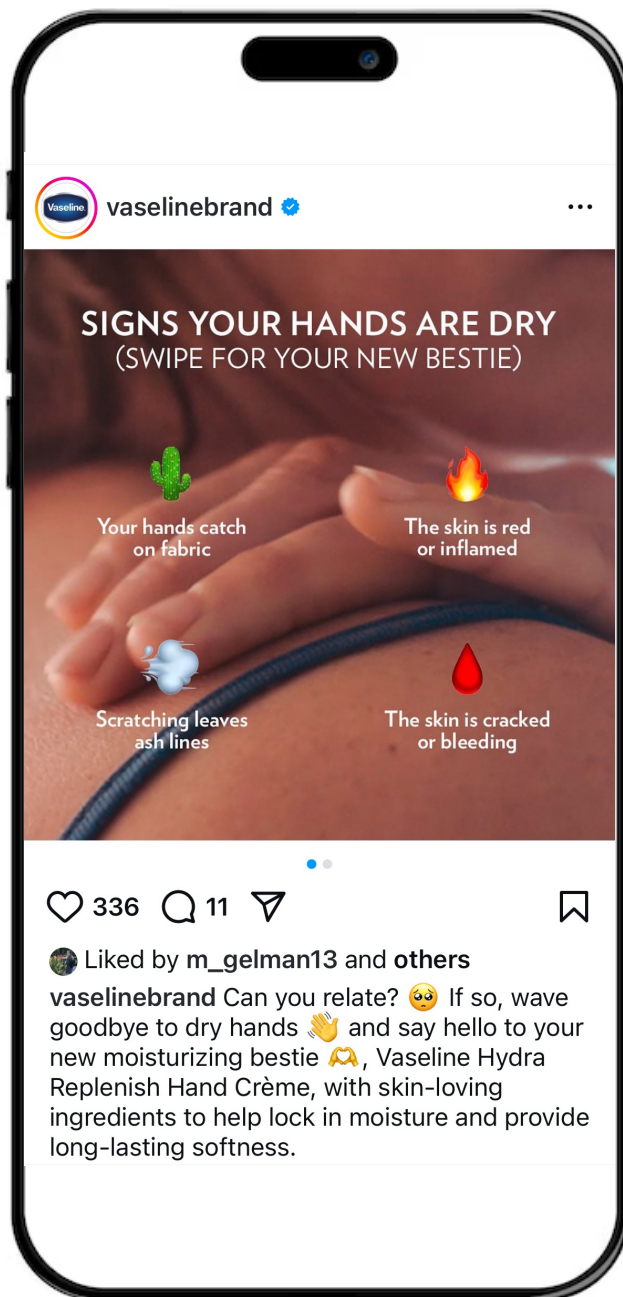
Project: Organic Social Post - Reel

Job Title: Copywriter

Project Role: Creative ideation, filming, talent, on-asset copy, caption copy

Format: Online - organic social media

Live Link: [INSTAGRAM LINK](#)



Company - Client: Oliver Agency - Vaseline

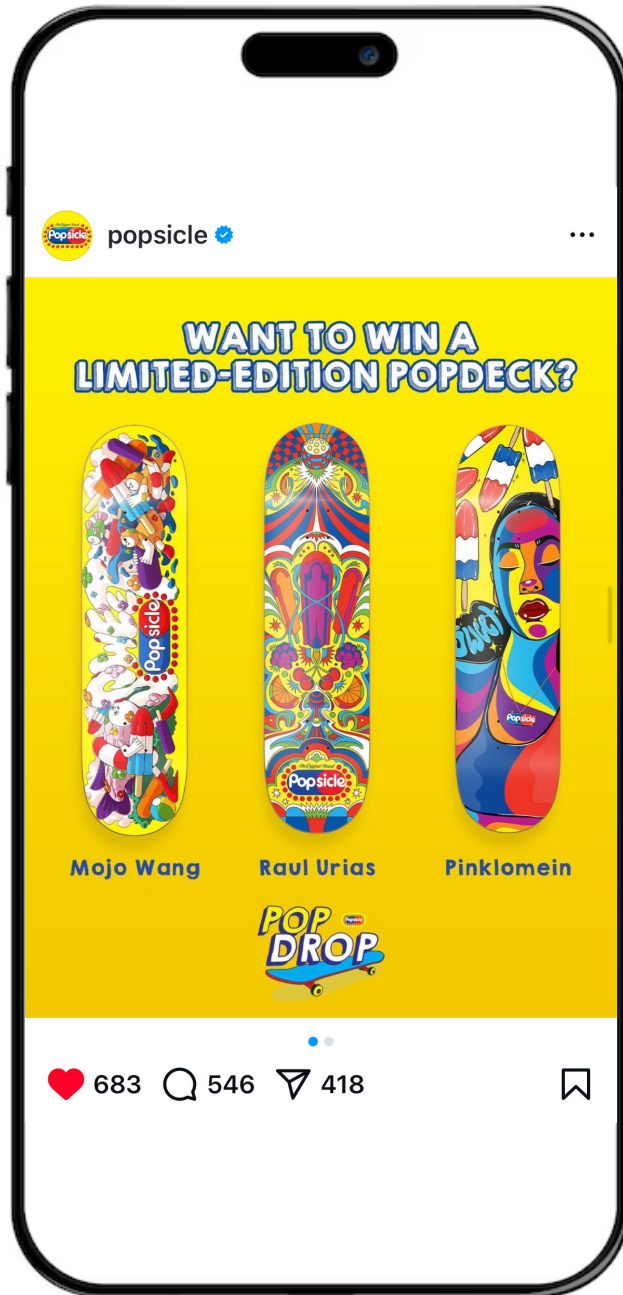
Project: Organic Social Post

Job Title: Copywriter

Project Role: Creative ideation, on-asset copy, caption copy

Format: Online - organic social media

Live Link: [INSTAGRAM LINK](#)



 Liked by quetzalcoatlfan86 and others
popsicle 🗨️ GIVEAWAY CLOSED 🗨️
We're kicking off coolest giveaway in the park!
10 lucky winners will receive a full-size
Popsicle skateboard deck of their choice that
inspires awesome tricks and endless
imagination. 🧡

TO ENTER:

- ◆ Follow @Popsicle on Instagram
- ◆ Like and comment below with your favorite design
- ◆ Share this post to your Stories
- ◆ Keep an eye on your DMs – if you win, you get to pick a deck!

Good luck, and don't forget to tag your skater buddies so they can enter, too! 🙌

Must be 18+, 50 US & DC, no purchase necessary. Ends 11:59pm EST 9/12/23. Link to promo info & rules in bio.

[View all comments](#)

September 5, 2023

Company - Client: Oliver Agency - Popsicle

Project: Popsicle PopDeck Giveaway

Job Title: Copywriter

Project Role: Creative ideation, artist interviews, on-asset copy, caption copy

Format: Online - organic social media

Live Link: [INSTAGRAM LINK](#)

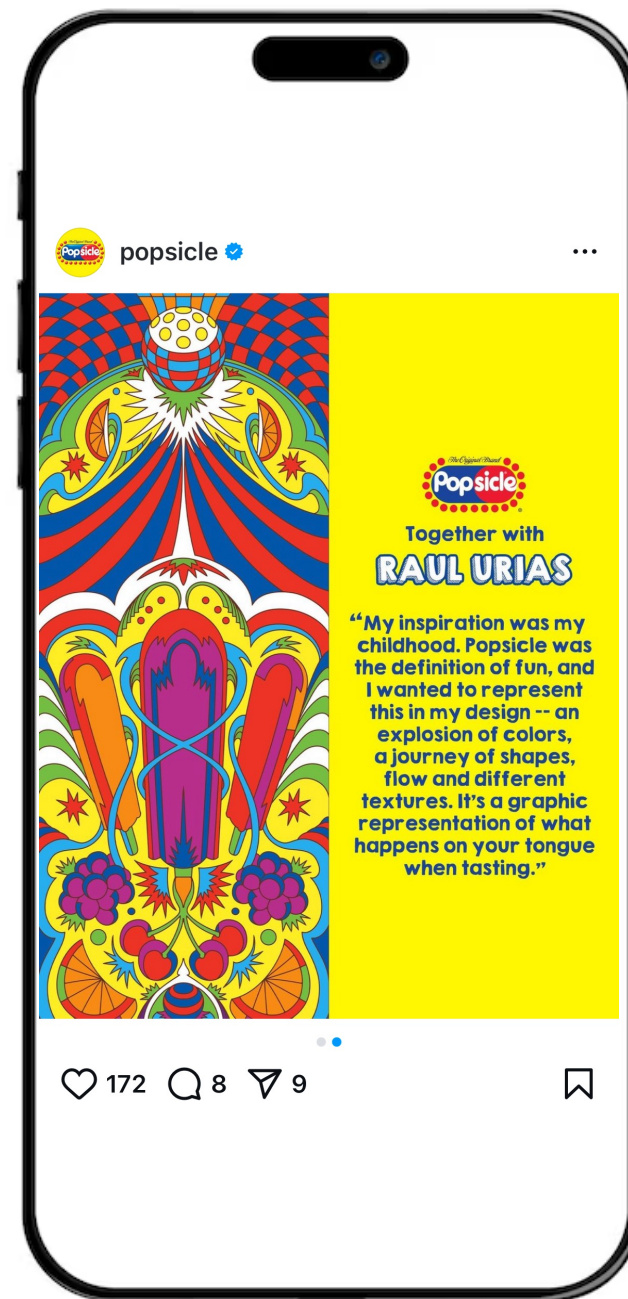
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Live Link: [INSTAGRAM LINK](#)



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Company - Client: Oliver Agency - Popsicle

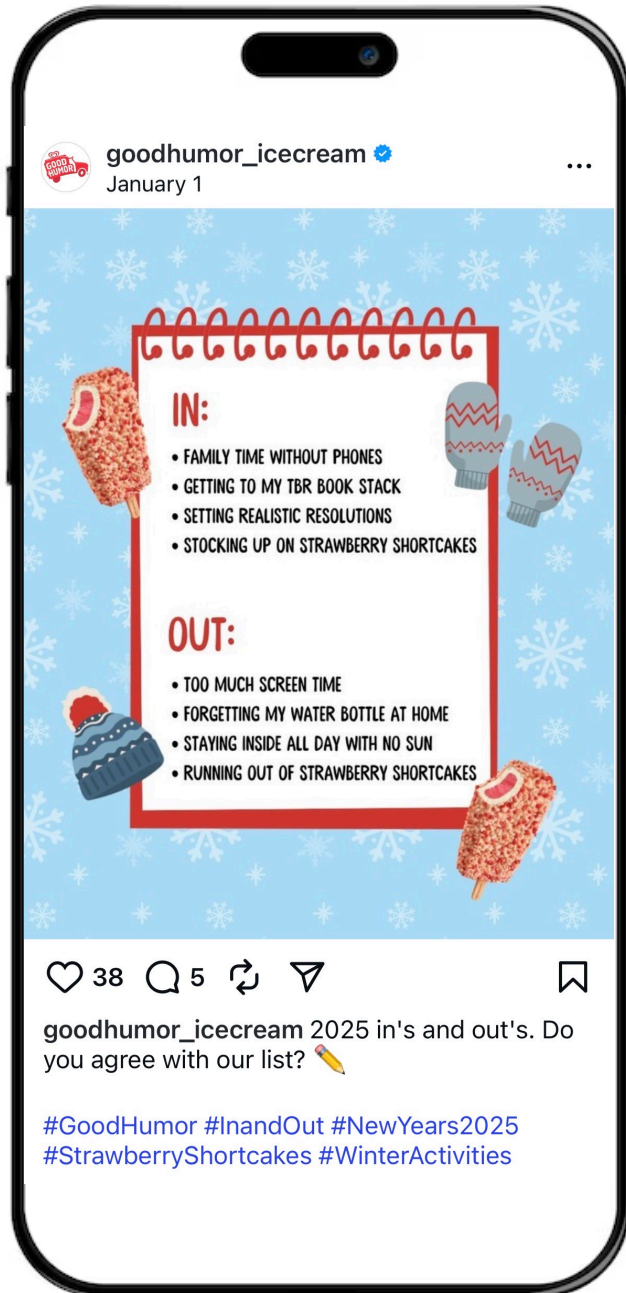
Project: Organic Social Post

Job Title: Copywriter

Project Role: Creative ideation, on-asset copy, caption copy

Format: Online - organic social media

Live Link: [INSTAGRAM LINK](#)



Company - Client: Oliver Agency – Good Humor

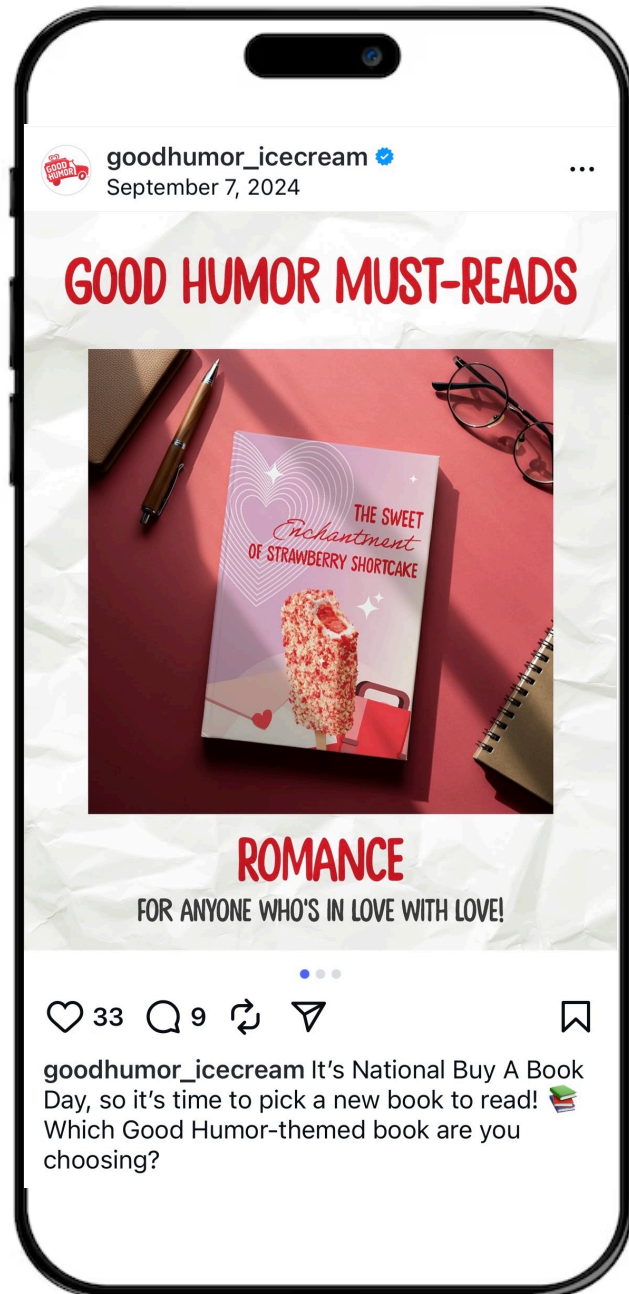
Project: Organic Social Post

Job Title: Copywriter

Project Role: Creative ideation, on-asset copy, caption copy

Format: Online - organic social media

Live Link: [INSTAGRAM LINK](#)



Company - Client: Oliver Agency – Good Humor

Project: Organic Social Post

Job Title: Copywriter

Project Role: Creative ideation, on-asset copy, caption copy

Format: Online - organic social media

Live Link: [INSTAGRAM LINK](#)

Additional assets continued on next slide



goodhumor_icecream

September 7, 2024



GOOD HUMOR MUST-READS



HORROR

LOVE A GOOD SCARE? THIS IS FOR YOU!



goodhumor_icecream It's National Buy A Book Day, so it's time to pick a new book to read! 📖 Which Good Humor-themed book are you choosing?

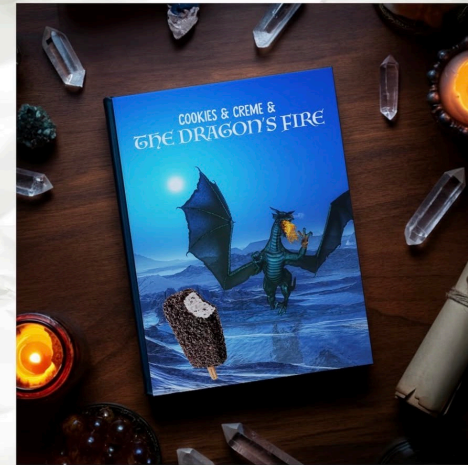


goodhumor_icecream

September 7, 2024



GOOD HUMOR MUST-READS

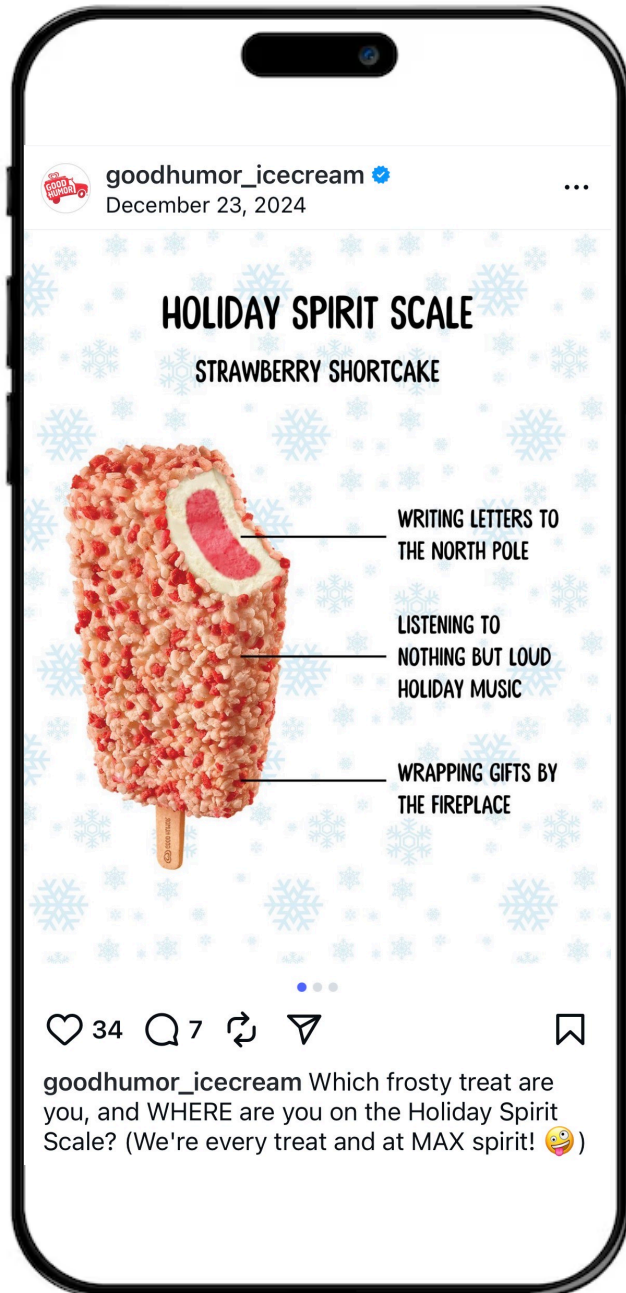


FANTASY

ADVENTUROUS? AN EPIC TALE AWAITS!



goodhumor_icecream It's National Buy A Book Day, so it's time to pick a new book to read! 📖 Which Good Humor-themed book are you choosing?



Company - Client: Oliver Agency – Good Humor

Project: Organic Social Post

Job Title: Copywriter

Project Role: Creative ideation, on-asset copy, caption copy

Format: Online - organic social media

Live Link: [INSTAGRAM LINK](#)

Additional assets continued on next slide



goodhumor_icecream ✓
December 23, 2024

...

HOLIDAY SPIRIT SCALE

CANDY CENTER



PUTTING REAL
REINDEER IN THE
FRONT YARD

COVERING THE
ENTIRE ROOF WITH
HOLIDAY LIGHTS

DECORATING THE
HOUSE WITH
GARLAND

♥ 34 💬 7 ↺ ▼



goodhumor_icecream Which frosty treat are you, and WHERE are you on the Holiday Spirit Scale? (We're every treat and at MAX spirit! 😊)



goodhumor_icecream ✓
December 23, 2024

...

HOLIDAY SPIRIT SCALE

GIANT KING CONE



APPLYING TO A
PART-TIME ELF
POSITION

MAKING THE WHOLE
FAM WEAR MATCHING
HOLIDAY SWEATERS

WATCHING HOLIDAY
MOVIES ALL NIGHT

♥ 34 💬 7 ↺ ▼



goodhumor_icecream Which frosty treat are you, and WHERE are you on the Holiday Spirit Scale? (We're every treat and at MAX spirit! 😊)



Company - Client: Oliver Agency - Knorr

Project: Fast Food Remix with Ludacris

Job Title: Senior Copywriter

Project Role: On-asset copy, caption copy

Format: Online - organic social media, boosted social media

Live Link: [INSTAGRAM LINK](#)

Additional assets continued on next slide

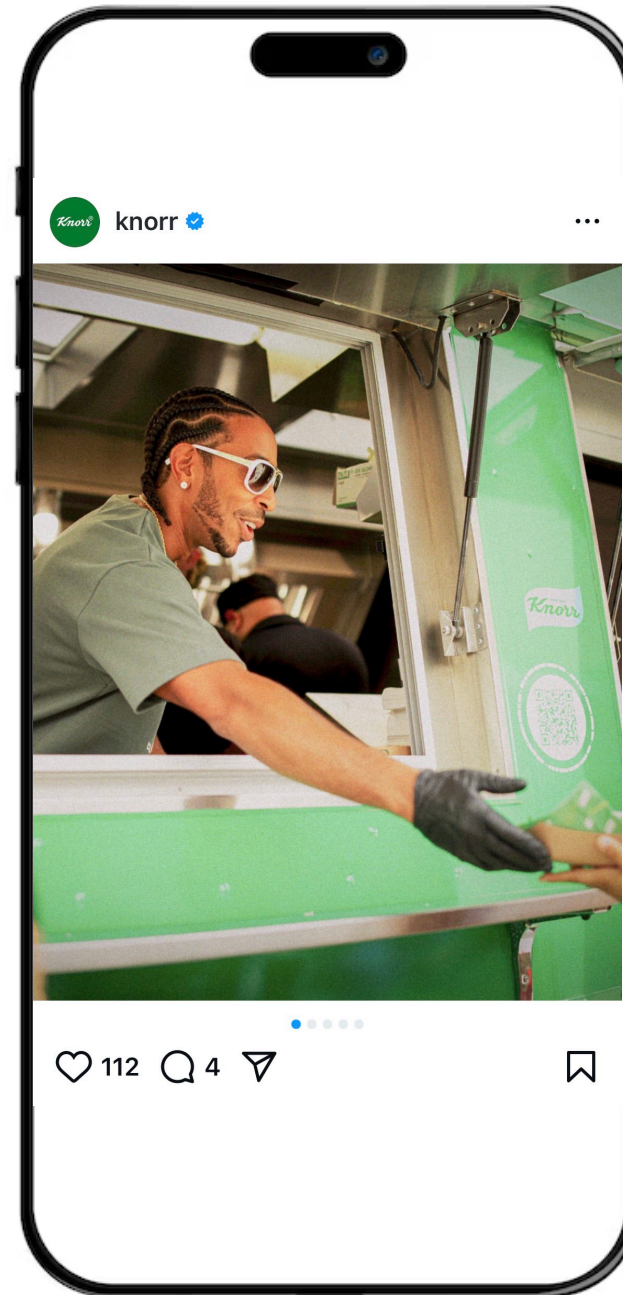
knorr #KnorrPartner | Oh hey there,
@ludacris! 🍷 Looks like you're enjoying your
delectable Lemon Pepper Chicken & Arugula
Salad instead of grabbing greasy fast food. We
knew you were cool, but this is next-level. 🤩
Craving fast food? Keep it fresh like Luda and
remix mealtime with something home-cooked
instead. 🌿

#knorr #ricerecipes #summereats
#chickenrecipes #dinnerrecipes
#knorr taste combos #knorr fast food remix

July 17, 2024



Live Link: [INSTAGRAM LINK](#)



Live Link: [INSTAGRAM LINK](#)



Caption Copy

Facebook and Instagram:

Headline: The body wash you'll wanna share

Post Copy: No more worrying about someone (wink wink) using your body wash. So kiss, make up, and get some All Day Fresh.

Link Description: 4 fresh scents, \$5 each

TikTok:

All Day Fresh body washes are too good not to share. He's off the hook... for now.

Company - Client: Oliver Agency - Degree

Project: Degree Body Wash Meta Paid Ads

Job Title: Senior Copywriter

Project Role: Caption copy across platforms

Format: Online - paid social media

Live Link: [GOOGLE DRIVE LINK](#)



Caption Copy

Facebook and Instagram:

Headline: Everyone can afford to smell good

Post Copy: Our new body wash collection cleanses, hydrates & leaves you smelling good! Choose from Citrus, Coconut, Cool Rush & Energy.

Link Description: Yes, we said \$5 each

TikTok:

When you gotta smell good but also gotta save money. Hydrate, clean and smell fresh for just \$5.

Company - Client: Oliver Agency - Degree

Project: Degree Body Wash Meta Paid Ads

Job Title: Senior Copywriter

Project Role: Caption copy across platforms

Format: Online - paid social media

Live Link: [GOOGLE DRIVE LINK](#)



THE WONDERFULLY DELICIOUS WORLD OF DEVILED EGGS WITH HELLMANN'S

Company - Client: Oliver Agency - Hellmann's

Project: SEO-Rich Website Blog made with AI

Job Title: Senior Copywriter

Project Role: Senior Copywriter, prompt and edit AI

Format: Online - Website

Live Link: [WEBPAGE LINK](#)

How to Make Easy Rice Bowls At Home



Company - Client: Oliver Agency - Knorr

Project: SEO-Rich Website Blog made with AI

Job Title: Senior Copywriter

Project Role: Senior Copywriter, prompt and edit AI

Format: Online - Website

Live Link: [WEBPAGE LINK](#)

AMINO BOND™ BOND REPAIR COLLECTION

Home / Collections / **Amino**

REPAIR 5 TYPES OF HAIR DAMAGE IN MINUTES FOR YOUR HEALTHIEST, STRONGEST HAIR

Our Amino Bond™ collection is designed to repair damage once and for all. Featuring our patented, bond-building technology and ProteinFusion™ amino acid blend that leaves hair stronger and more damage-resistant with every wash.



Company - Client: Oliver Agency - Nexxus

Project: Product Page Creation for Amino Bond Collection

Job Title: Copywriter

Project Role: Copywriter

Format: Online - Website

Live Link: [WEBPAGE LINK](#)

Additional assets continued on next slide

BREAKING DOWN BOND-BUILDING

When any type of damage occurs to the hair, bonds break, and amino acids are lost from the core to the outer cuticle layer. The keratin hair protein is compromised, leaving hair visibly damaged. While traditional repair products easily mask damage on the surface, Amino Bond™ restores hair from within for transformative results.



BREAKTHROUGH BONDING TECHNOLOGY

Powered by our patented, bond-building technology that rebuilds broken bonds and generates new ones at the innermost core, this collection restores hair from within. On the outside, our FiberShield Technology weightlessly repairs damage hot spots throughout the surface of the hair, leaving it smooth and polished.



Patented Bond-Building Technology



Rebuilds broken bonds & generates new ones

Live Link: [WEBPAGE LINK](#)

HAKUSHU WHISKY

THE VERDANT JAPANESE WHISKY

From Suntory's mountain forest distillery established in 1973, nestled deep in Mt. Kaikomagatake, Hakushu Whisky is the delicious and gently smoky single malt whisky with herbal notes that is the revelation of Japanese single malts.



Company - Client: Oliver Agency - House of Suntory

Project: Product Page Refresh for Hakushu Whisky

Job Title: Copywriter

Project Role: Copywriter

Format: Online - Website

Live Link: [WEBPAGE LINK](#)

Additional assets continued on next slide

THE HAKUSHU RANGE

Straight from the untouched forests, soft and crisp waters and mountains of the Southern Japanese Alps, it is no wonder that Hakushu is a "green and crisp" whisky. Created by the dream for a new type of whisky of Keizo Saji, the second master blender, the unique taste made in distinct four seasons in high altitude is praised by the most curious whisky connoisseurs and lovers of gastronomy. The Hakushu range of whiskies, with their crisp and vibrant feel, each one unique in a single malt whisky, will enliven your palate and liberate your senses.

HAKUSHU DISTILLERY: WHERE INSPIRATION CONTINUES

The Hakushu Distillery was founded half a century after Yamazaki. Keizo Saji, the second Master Blender, inherited his father's quest to push the boundaries of what a Japanese whisky could be. He had searched all over Japan for high quality water that would produce the most delicately aromatic whisky. After searching with tenacity to the headstreams of rivers and deep into rugged mountains, he found Hakushu.

The Hakushu Distillery is one of the highest distilleries in the world, built amidst the deepest forests of Mt. Kaikomagatake in the Japanese Southern Alps. The majestic forest that surrounds the Hakushu Distillery shelters an abundance of plant varieties reflecting the many expressions of Japanese nature. The malt whiskies born here are simultaneously blessed with a very particular microclimate, verdant forests, and water offering a rare softness only made possible by filtration of rain and snow through thousand-year-old granite rocks.

Live Link: [WEBPAGE LINK](#)





Company: Wisteria

Project: Monthly Print Catalog

Job Title: Senior Copywriter

Project Role: Copywriter

Format: Print Catalog



EYE-CATCHING details

Artisan-crafted designs and organic detailing straight from Mother Nature produce pieces worthy of a double look.



A. TEAK CUBE SIDE TABLE T12237 B. RECLAIMED WOOD NOMAD SUNBURST MIRROR NEW T21760
C. RECLAIMED WOOD WEDGE STOOL T21589 D. BLEACHED TEAK ROOT SIDE TABLE T21589
E. WOODEN SCALLOPED SIDE TABLE T21590 F. INDIAN RINGS STOOL White W6090
G. PAGODA MIRROR Natural T1293 H. DREAMY BEDSIDE TABLE W8192
I. MUGHAL DYNASTY WHITEWASHED SETTEE NEW T21728

20 1.800.320.9757

Company: Wisteria

Project: Monthly Print Catalog

Job Title: Senior Copywriter

Project Role: Copywriter

Format: Print Catalog



Company: CosmoProf

Project: Seasonal Promotion

Job Title: Copywriter & Proofreader

Project Role: Copywriter

Format: Print Mailer

industry icon Sonya Dove

Global Ambassador for Wella, Intercoiffure North America Color Council Director and Co-Owner of The Doves by DNA in Santa Monica, CA | follow her on Instagram: @sonyadove

We talked with Sonya about why she got into the industry, what it's like co-owning a salon and what being Licensed To Create means to her. For the full interview, visit the CosmoProf® Beauty Blog at cosmoprofbeauty.com/beautyblog.

Q. You've been recognized as a leading educator in your industry many times throughout your career. What are your keys to success?

A. I usually don't say no to anything, even if it's something I'm fearful about doing. I've been asked to do some things in my career that have made me nervous, and I thought, it's easier to say no and harder to say yes. But saying yes actually helps because it gets me past that fear.

Q. Where do you find inspiration?

A. I get inspired a lot by nature. And the only time I really find inspiration in nature is when I stop and I'm quiet. Which is not a lot of the time. I have to make a concerted effort to stop and just be present. I still work on it daily.

Q. You've been involved with Wella for 32 years. How did you get involved with them?

A. I used Wella in beauty school in England. After getting my license and working in a salon, I started to enter competitions. And after doing it for five or six years and not getting anywhere, I won a competition in England. And after winning several of them, I was approached by Kadus to do a show and presentation. And then they asked me to do a tour in England for a company they were affiliated with - Wella. So I did that tour, and that was that.

Q. What are your must-have products and tools that you always reach for?

A. Koleston Perfect, Illumina Color, Color Touch and Magma - I use them all in the salon and classes. Koleston Perfect is my go-to. But I love Illumina because it's unique. It has

more light reflection and hair protection. I'm a person who absolutely loves brighter colors, so I love Koleston's and Color Touch's reds and coppers. But my clients prefer more subtle colors. So I go between the two.

For styling and care, I have to say I like both Wella and Sebastian. I have both in the salon. I love Sebastian's Dark Oil. Oh my gosh, I use Dark Oil every day on my hair. I also use Malibu C Crystal Gel to remove unwanted minerals before I do some color services.

“We can create anything we want. We don't have to wait.”

Q. What's your favorite part of presenting at shows and teaching classes?

A. The big thing for me is people. Whether it's a class for five people or a show for a thousand, I got into this industry not for hair but for people. I find them fascinating. I think we're incredible human beings, and everyone can learn so much from each other.

Q. What's most rewarding about owning a salon?

A. What I do love about it is my clients. I can't even call them clients. They're my friends. They know all my ups and downs, they know all about what I do. They're my therapists as much as I am theirs. And I love my team. They are incredible and such a support to me in many ways. What I don't like is running a business and everything that comes with that.

Q. What advice do you have for those who are thinking of opening their own salon?

A. Really look at themselves. I'm 100% creative. If they're like me, it's best that they get a business partner or someone who does the business. Now, if you're a hairdresser who is creative and has an amazing business sense, then you'll do amazing. It'll be fantastic.

Q. What about stylists new to the industry - what advice would you give them?

A. Never forget the first reason why they got into the industry. What happens is, over time, you can lose sight of your dream. Write it down and always look at that. And don't give up. We all have bad days. Just keep going forward. Don't look backward and don't be too hard on yourself.

Q. Finally, what does Licensed To Create mean to you?

A. It's a license to fulfill your dreams. Because, you know, you can say "licensed to create" to anybody. It's a very beautiful sentence for life, really. We've only got one time on this Earth, and "licensed to create," for me, is to make the best with my time here. We can create anything we want. We don't have to wait.



Company: CosmoProf

Project: Pro Q&A Series

Job Title: Copywriter & Proofreader

Project Role: Interviewer, writer, and editor

Format: Print and online

Jane R. LeBlanc

janerleblanc.com