

Jane R. LeBlanc

Marketing & Editorial Writer | Copy Editor & Proofreader
janerleblanc.com

Marketing Writer: Social media and digital marketing, brand messaging, creative development and marketing strategy, B2B and B2C marketing, SEO-optimization, articles, product pages, paid ads, websites

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

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

Relevant Experience

Oliver Agency

Senior Copywriter

June 2024 - Present

- Leverage in-house AI technology for organic social media ideation, article and website writing, and image generation
- Lead development of brand campaigns and activations, such as giveaways and contests
- Continue all Copywriter responsibilities

Copywriter

January 2022 - June 2024

- Write organic social media captions and on-asset copy, paid social media ads, and SEO-optimized website copy and articles
- Help develop monthly organic social media calendar concepts to boost follower engagement for a variety of brands, including Klondike, Popsicle, Good Humor, Hellmann's, Knorr, Nexxus, Vaseline, and more

RuffleButts - Digital Content Writer

June 2021 - September 2021 (Contract)

- Wrote actionable 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 increase email click-through rate by 730%, in 1 month via newsletters featuring contest teasers, customer spotlights, and cross-promotional brand highlights
- Reviewed and updated all website copy across all brands to align voice and provide a more user-friendly experience
- Rewrote and reorganized all Amazon listing copy for all brands' products
- Wrote blogs, Q&As, social captions, and press kits for all brands' products

Wisteria - Senior Copywriter

July 2018 - March 2020

- Increased click-through and conversion rates via dynamic copy for emails, website, product pages, paid ads, catalog, and blog
- Collaborated with graphic design to create informative and engaging in-store flyers and signage for promotions
- 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

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 Retail and 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

CompUSA - Advertising Production Coordinator

August 2007 - February 2008

- Edited ad copy for weekly newspaper inserts and point-of-sale flyers
- Ensured that all market-specific advertising requirements were adhered to
- Reviewed ads, checking dates, pricing, headlines, spelling, grammar, copyrights, and logos
- Worked with Designers and Traffic to obtain missing information

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

Honors

Kappa Tau Alpha Honor Society

University of North Texas May 2013

Recognizes academic excellence and promotes scholarship in journalism and mass communication. Membership must be earned by excellence in academic work.