

Jane R. LeBlanc

Senior Marketing & Ecommerce Copywriter

janerleblanc.com

Marketing & Ecommerce: Organic and paid social media, direct response, creative development, B2B and B2C, PDP SEO-optimization, articles, webpages, email

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

Copy Editing & Proofreading: Voice, tone, flow, call to action, consistency, grammar

Relevant Experience

Oliver Agency

Senior Copywriter

June 2024 - Present

- Conceptualize, pitch, and win online campaigns and activations to clients, including collaborations with multiple in-house brands and with external brands, securing surplus social media scope in addition to our monthly social media assets
- Leverage in-house AI technology for social media ideation, article and website writing, and ecommerce product page copy
- Increase unique keyword volume on Amazon product page listings by a minimum of 15%, ensuring the product is a top result upon search
- Continue all previous Copywriter responsibilities, with the addition of several brands, including: K-Y, Durex, Clearasil, Veet, Lysol, Mucinex, Finish, and more

Copywriter

January 2022 - June 2024

- Help develop monthly organic social media calendar concepts, both video and static, by putting each brand's spin on social trends and creating entirely new social ideas for a variety of brands, including Klondike, Popsicle, Good Humor, Hellmann's, Knorr, Nexxus, Vaseline, and more
- Use my improv and stand-up comedy background to write funny, clever scripts and UGC-style videos for organic social that sell through entertainment
- Write organic social media on-asset copy and captions, paid social media ads, and SEO-optimized website copy and articles

pNeo LLC

Copywriter

July 2020 - April 2021

- Increased Baby Shusher Instagram follower count by 19.48% via influencer program with no out-of-pocket cost except product, from 12,485 followers to 14,917 followers
- Increased email open rate by 239%, and increased email click-through rate by 730%
- Reviewed and updated website copy across brands to align voice and enhance the user experience, updated Amazon product pages, and wrote blogs, Q&As, social captions, and press kits

Wisteria

Senior Copywriter

July 2018 - March 2020

- Updated the company's product-naming system from overly long, Amazon-style names to succinct, elevated names, more closely aligning with modern industry standards (e.g., from "Hand-Carved Solid Mahogany Wood 5-Shelf Bookcase" to "Williamson Bookcase")
- Increased click-through and conversion rates via dynamic copy for emails, website, product pages, paid ads, catalog, and blog
- Collaboratively conceptualized and created in-store flyers and signage, content plan for daily emails, catalog features, and blog topics

CosmoProf Beauty

Copywriter & Proofreader

August 2015 - April 2018

- Successfully pitched the inclusion of a Q&A with a beauty industry leader in each month's Shopping Guide, which I conducted and edited, that became a popular feature with our consumers
- Wrote copy for all company-wide marketing campaigns and engaging, action-oriented copy for magazine ads and direct-mail pieces
- Proofread and approved the monthly, multi-version Shopping Guide, ensuring brand standards are met and all promotional information is correct

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

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