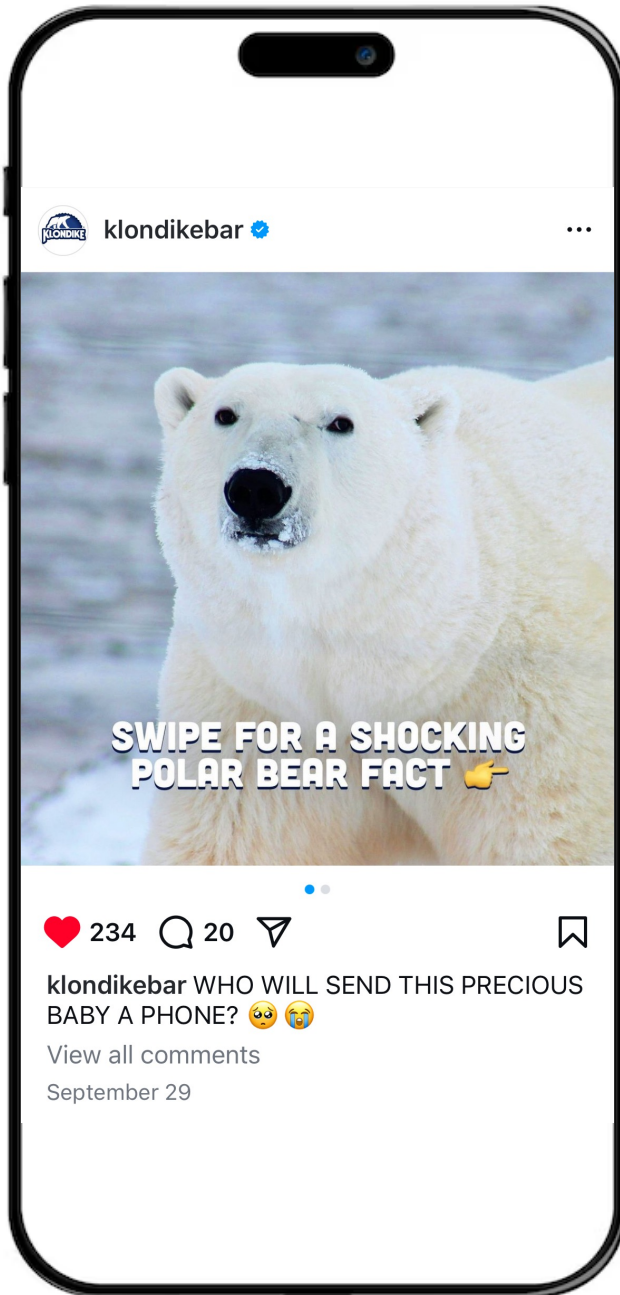


Jane R. LeBlanc

Master Portfolio



Company - Client: Oliver - 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](#)



Company - Client: Oliver - 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](#)



Company - Client: Oliver - 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 - Hellmann's

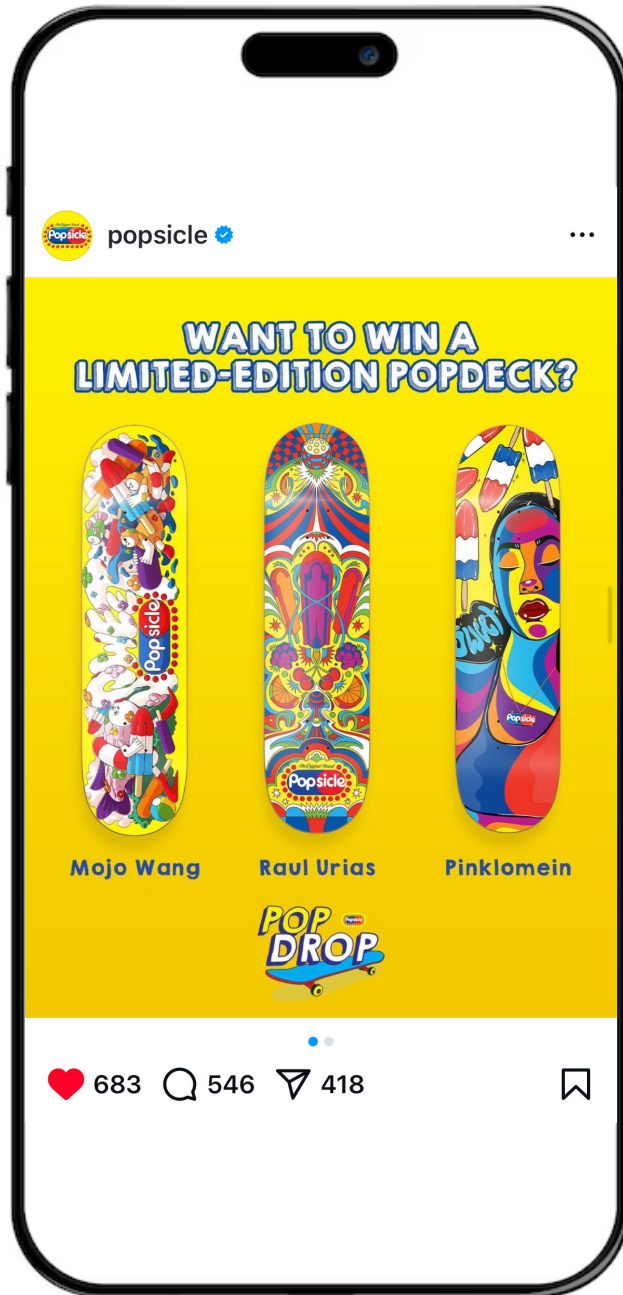
Project: Organic Social Post - Reel

Job Title: Copywriter

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

Format: Online - organic social media

Live Link: [INSTAGRAM LINK](#)



 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 - 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](#)

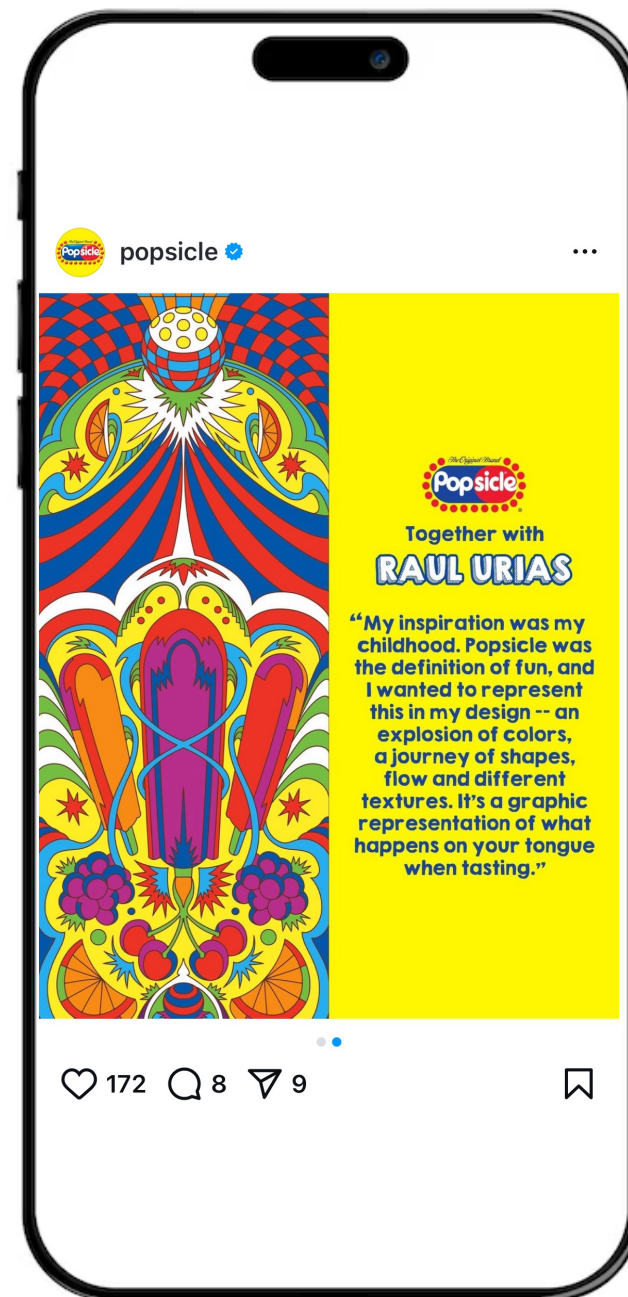
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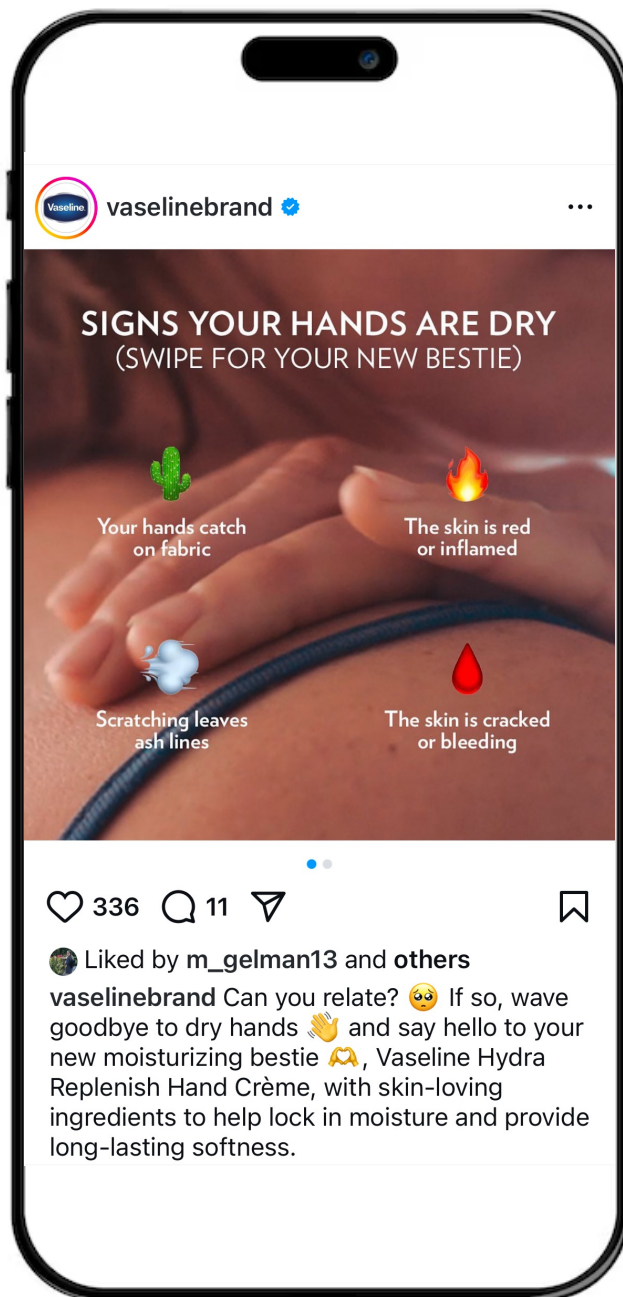
Live Link: [INSTAGRAM LINK](#)



Live Link: [INSTAGRAM LINK](#)



Live Link: [INSTAGRAM LINK](#)



Company - Client: Oliver - 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](#)

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 - Nexxus

Project: Product Page

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



Make your home a winter wonderland with chic holiday decor! Trim every tree, make sure stockings are hung with care, and create the perfect tablescape for hosting. Explore a variety of styles and let the magic of the holidays inspire you.

[SHOP HOLIDAY](#)

Company: Wisteria

Project: Monthly Catalogue

Job Title: Senior Copywriter

Project Role: Copywriter

Format: Print Catalogue



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 T1233 █ H. DREAMY BEDSIDE TABLE █ W6192 █
 I. MUGHAL DYNASTY WHITEWASHED SETTEE NEW █ T21726 █

20 1.800.320.9757

Company: Wisteria

Project: Monthly Catalogue

Job Title: Senior Copywriter

Project Role: Copywriter

Format: Print Catalogue



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