

JENNIFER ROBERTSON

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Driven and flexible team lead and social media specialist with 5 years of experience in digital copywriting and social media content creation. Highly-skilled with a proven track record of successful team and project management, digital content creation, and editing, with an attention to detail that produces amazing content in fast-paced environments. Skilled in Canva, Microsoft Word, PowerPoint, and Excel. Letter of recommendation available upon request.

EXPERIENCE

ASSOCIATE EDITOR, DREAMBRIDGE PUBLISHING

MARCH 2024 – PRESENT

- Critiqued and judged dozens of short stories submitted for prospective publication, playing instrumental role in which stories were chosen in Dreambridge Publishing's 2024 and 2025 annual short story anthologies.
- Edited dozens of short stories at all stages of development, from the developmental to copyediting stages, for publication in the annual anthologies.

CONTENT TEAM LEAD, DAC

JULY 2022 – PRESENT

- Supervised and managed a team of 9 social media coordinators and assistants, ensuring client content was maintained high quality through regular content reviews, strategy meetings, and training refreshers.
- Collaborated with other content, account, and creative team management.
- Designed thousands of unique graphic and video templates via Canva for the content team to utilize in daily content creation to maximize efficiency and digital brand consistency.
- Spearheaded training of new writers, editors, and assistants, including the creation of training materials for standard team operating procedures, graphic design creation, and client digital brand management.

JUNIOR DIGITAL COPYWRITER, DAC

NOV 2021 – JULY 2022

- Crafted and implemented personalized website content and social media (Facebook, Instagram, LinkedIn, X) posts, stories, and video reels for dozens of clients month over month.
- Built clients' online brand personas through well-designed graphics and videos and consistent messaging to increase follower counts, engagement, and click-through and call rates.
- Edited social media and web content for other copywriters on the team, ensuring top quality and consistency across clients and projects.
- Acted as mentor and trainer to new copywriters on the team.

CONTENT SPECIALIST, DENTAL GAME PLAN

APR 2020 – OCT 2021

- Played instrumental role as head writer, generating company and client copy for websites, blog articles, emails, and social media.
- Communicated with and directed freelance writers, editing their articles to ensure quality and brand consistency.
- Interviewed clients and coordinated with marketing team to create client-specific content, improving their search engine optimization.

EDUCATION

JUNE 2019

BACHELOR OF ARTS, MAJOR IN LITERATURE/WRITING, UNIVERSITY OF CALIFORNIA, SAN DIEGO