

# Jennifer DeBell

Content writer/designer and developmental editor dedicated to puzzling out just the right words to get the job done with style.

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## Professional Experience

### **WillowTree** — *Content Writer*

July 2021 - Present | Contract

Producing longform customer-facing leisure & lifestyle articles (OHLQ). Cross-team, highly creative collaboration with a sharp focus on content modeling in support of SEO analytics and optimization.

### **BrandyLane Publishers, Inc.** — *Editor and Project Manager*

September 2020 - Present

Manage publishing projects across genres for multiple clients; applying diplomacy to edit manuscripts, coordinate art direction, supervise publication, and facilitate book promotion and marketing.

### **The Children's Group** — *Marketing Content Writer/Editor*

May 2017 - August 2020

Short form and microcopy writer (headlines, email subject lines, captions, product descriptions) for toy brands *Magic Cabin* and *HearthSong*. Worked in collaboration with web, graphic, and industrial designers to produce copy for quarterly web & print catalogs, collateral and packaging, assembly instructions, and brand blogs. Launched grass roots initiative to improve SEO analytics and optimization.

### **Whole Foods Market** — *Regional Marketing Manager and Graphic Illustrator*

October 2011 - April 2017

Product illustrator (four years). Promoted to regional corporate communications role as client-facing liaison for substantial non-profit giving campaigns. Managed six graphic artists across four retail locations; facilitated brand-aligned book tours and instructional courses.

## EDUCATION

**Lesley University**, Cambridge, MA — *MFA Creative Writing*

**Virginia Commonwealth University** — *BFA Studio Arts*

## SKILLS

MacOS, G Suite, Adobe Illustrator & InDesign, Figma (familiarity), SQL Database, Marketers Studio, office management programs include Slack, Asana, Teamwork, Submittable, Trello, Zoom, Hootsuite, etc.

Fluid in Chicago Manual of Style and Associated Press style guides.

Teacher: undergraduate, teen, & middle grades; volunteer adult tutor & elementary school writing coach (826 Boston).

Skills for a longer conversation: reader, researcher, storyteller, beekeeper, baker, seamstress, activist, rebel, devoted friend.

## Certificates

**Google: Foundations of User Experience (UX) Design**, 2021.

**Copyediting Principles & Mechanics**, EAA, 2021.

**Editing Children's Picture Books (in progress)**, EFA, 2022.