

About

Writer and Editor with a passion for storytelling who wields words to engage actual people. Helps companies cultivate their brand voice (plus, picks up others' in a snap!), and applies research, analytics, and UX principles to brands engage intended audience. Specializes in copywriting and content strategy, with 10+ years experience working with startups and global consultancies. Editorial work published in [EASTside Magazine](#), [Texas Architect](#), [Surface](#), [CoolHunting](#), [Upstate House](#), [Chronogram](#), and others. Alternately known among colleagues as *#WordNerd*.

Education: M.A., English and American Literature, **New York University** May 2011
B.A., English with Media Studies Minor, **Mount St. Mary College** Dec. 2006

Credits: Coursework for NN/g UX Certification, *Writing Compelling Digital Copy* June, 2019

Experience

 **HeadSpring** Part of Accenture **Content Manager** 2018 - present

- Develops quarterly content strategy, assimilating input from cross-departmental stakeholders
- Hires and manages freelance writers, designers, and production specialists, delivering guidance and detailed feedback
- Works with cross-disciplinary teams to develop blog posts, case studies whitepapers, guides, landing pages, videos, sales messaging, ad copy, social media campaigns, newsletters, press releases, and more
- Defines processes for all content formats and oversees each step from brainstorm to activation
- Created HeadSpring's Communication Principles and activates brand voice throughout the organization
- Activates UX Writing principles for all digital content, including website chatbot
- Launched the humans-and-tech focused podcast, [OK Human](#), with over 1,830 downloads to date
- Launched the "[Expert Series](#)," co-authoring thought leadership with outside executives; Ghostwrites for our own CEO

Interbrand Senior Editor 2015 - 2018

Worked with global executives, creatives, and strategists to develop impactful thought leadership. Produced 3 seminal [Best Global Brands](#) reports and helped launch the first [Breakthrough Brands](#) (report + digital experience). Hired directly by IB's Global Chief Communications Officer to help define and activate content strategy.

- Wrote / edited articles, reports, whitepapers, headlines, campaign copy, case studies, video scripts, etc.
- Co-authored Interbrand's Brand Voice and Style guidelines; Established editorial processes
- Managed global content calendar; Directed designers & writers; Worked with UX designers & developers
- Increased website traffic and **upped the average email CTR from 8% to 22%** (4% is industry average)

Freelance Copywriter & Editor 2013 - 2015

Wrote smart, eye-catching copy and developed engaging content for cross-industry clients. Delivered creative work on deadline to develop or support the client's voice, messaging, and marketing initiatives

- **Blender Workspace:** Bi-weekly editorials and newsletter development/send
- **Surface Magazine:** Weekly editorials featuring select designers, architects, and artists on The List
- **Havas Media:** Bios for executives and 200+ employees; conducted interviews and established editorial process
- **BirchBox:** Concise, well-researched, and voice-driven copy for beauty/lifestyle products
- **Aeropostalé:** In-house copywriter. Wrote brand stories for edgy "Aero Now" launch, banner copy, marketing campaigns, in-store collateral, catalog copy, creative concepts, and more
- **MarketSmiths** (Copywriting agency): Web copy, software product copy, branding decks, case studies, bios, emails
- **Sixfold** (Design startup): Brand story, press, business plan, product copy, Shopify setup, fully-funded Kickstarter

Fab. Copywriter 2012 - 2013

Wrote smart, on-voice product copy, hooky taglines, and engaging ads. Pitched and penned designer-related blog posts. Worked with graphic designers, buyers, and QA teams to perfect daily sales.

 **Content Editor** 2011 - 2012

Created and managed all digital content: website, social media, email campaigns, blog. Developed an editorial calendar and managed a team of writers. Redesigned weekly email campaigns to increase clickthrough and conversion rates and launched strategy to up our social media following.

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Writer/Marketing Strategist

2011 - 2012

Pitched and wrote daily articles on technology/startups, as well as website copy, case studies, and proposals. Led link-building campaigns. Conducted SEO audits and wrote SEO strategies for clients and Fueled.

The Millbrook Independent OFFICE OF THE MILLBROOK GRAD **Editor & Staff Writer**

2008 - 2009

Recruited by Publisher to launch a higher-touch editorial version of the suddenly-defunct local weekly that I wrote for. Pitched, wrote, and edited stories and oversaw editorial production. Immersed myself in the beat, interviewing local luminaries, ranging from Senator Kristin Gillibrand and photographer Annie Leibovits to the town mayor and the city street sweep.

Thornwillow Press Publishing Assistant

2006 - 2008

Produced limited edition, handmade books and stationery for clients like MontBlanc, Cartier, The Frick, and Bette Midler. Typeset, copyedited, created digital artwork, and laid out seven volumes of an illustrated children's book series. Snapped and edited product photos and built out a web store.