

Jennifer Blakney

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Versatile writer and editor with 12+ years' experience, also skilled in web development and content management.

SKILLS

Editorial: Copywriting, UX writing, Editing, Email Marketing, Technical Writing, SEO, Journalism, French

Technical: HTML, CSS/SASS, JavaScript, React, WordPress, UX/UI Design, Responsive Design, QA Testing

Tools: CMS, Jira, Asana, Figma, Git, GitHub

EXPERIENCE

YWCA Hamilton - *Developer and Content Manager* (July 2023 - PRESENT)

- Managing, creating, updating and editing website content across multiple CMS
- Using HTML, CSS, PHP, JavaScript ES6+ to maintain organization's WordPress website and microsites

Ontario Cannabis Store - *Freelance Writer & Editor* (July 2021 - PRESENT)

- Editing and refining copy for educational content and product descriptions, following style guides to ensure consistency and user-friendliness
- Authoring articles and conducting interviews with key industry players, translating their expertise into compelling and relevant content

SiriusXM Canada - *Digital Consultant* (October 2019 - March 2023)

- Implemented a dynamic social media calendar featuring engaging and educational content tailored to music, talk, and sports channels
- Leveraged bilingual skills in English and French to translate over 300 channels and SEO keywords, enhancing the reach and effectiveness of content in the French market

Emblem Cannabis - *Medical Copywriter* (July 2021 - June 2022)

- Crafted compelling copy and conducted research for promotional emails and product launches, ensuring effective communication and engagement with the target audience
- Composed and edited articles for clinic newsletter, delivering informative content to registered patients

EDUCATION

Juno College of Technology, Toronto - *Immersive Web Development Bootcamp* (2022)

Queen's University, Kingston - *Bachelor of Music* (2008)